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# Plan to Probe FCC Meets Rising Favor

## May Defer Order; Anti-Trust Suit Considered

By SOL TAISHOFF

IN THE WAKE of steadily mounting opposition to the FCC's new monopoly regulations, sentiment appears to be crystallizing in Congress in favor of the White Resolution to restrain the Commission from invoking the drastic rules to revolutionize commercial broadcasting. This action is possible shortly after preliminary hearings commence May 31 or June 2 before the Senate Interstate Commerce Committee.

The prevailing view, particularly among Senators on the committee, appeared to be that Congress should have an opportunity to look into the whole matter of broadcast regulation, since such dire results, harmful to the listening public, are predicted from many quarters, within and outside the broadcast industry.

### May Be Deferred

In some informed quarters, it was expected the FCC, of its own volition, might postpone the present effective date of the far-reaching rules from Aug. 2 and then seek to modify provisions viewed as too extreme, until further scrutiny.

Although the White Resolution calls for an inquiry into the whole radio regulatory picture, with a view to writing a new statute, few observers believe an investigation of that extent will be authorized immediately. The pressure of defense and tax legislation, it was thought, might mitigate against such a development at this session of Congress.

Moreover, it is felt that should the committee preponderantly express itself in favor of the clause in the White Resolution for a stay of mandate on the new rules, Chairman Wheeler (D-Mont.) would be disposed to ask the FCC to postpone indefinitely the effective date of the rules, until there is a further expression from the Senate or from Congress.

Meanwhile, a somewhat jittery broadcasting industry was expecting an explosion on monopoly from another potent Governmental quarter—the Department of Justice Anti-Trust Division.

### Anti-Trust Action

While no official comment was forthcoming, it was reported reliably that FCC Chairman James Lawrence Fly, still highly indignant over the extraordinary developments at the NAB convention in St. Louis May 12-15 in which he was the central figure, conferred with Anti-Trust Division attorneys about an imminent all-inclusive Sherman Act suit against the major networks and possibly other industry elements.

Mr. Fly, it was reported, conferred with Assistant Attorney General Thurman Arnold, Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, and Victor O. Waters, special assistant to the Attorney General in charge of radio-music matters. This same triumvirate handled the anti-trust actions on ASCAP and BMI, which culminated in consent decrees, and Mr. Waters already has been assigned for several weeks to the monopoly matter.

Speculation centered upon possible issuance of a "press release" by the Attorney General or Assistant Attorney General Arnold, proclaiming that the Government planned to bring sweeping anti-trust actions against NBC, CBS, possibly the NAB, and other industry groups, in light of disclosures in the monopoly report.

This procedure was employed by the Department in both the ASCAP and BMI matters, as well as in several other cases. Moreover, the Department several months ago announced that it proposed to bring anti-trust proceedings against James C. Petrillo, music czar, but has never followed through.

**Editorial comment from the Nation's press on the FCC monopoly regulations will be found on page 41. Other monopoly news on pages 9 and 16.**

### Fly to Appear

It is assumed the Department was waiting for the outcome of the monopoly study by the FCC before taking action, probably having in mind inclusion of the Petrillo-American Federation of Musicians group.

Senator Wheeler announced the May 31 hearing call on the White Resolution following appeals from industry sources that the Senate act promptly. Chairman Fly, it was reported, requested the opportunity to appear and will be the first witness. Later, it developed that several Senators desired that the hearings begin Monday, June 2, rather than on a Saturday following a legal holiday. As BROADCASTING went to press, no final determination had been reached on the opening date, though June 2 appeared to be the likely selection.

The hearings will be tantamount to a preliminary injunction quest against the FCC regulations and they will not constitute the actual investigation encompassed in the White Resolution [BROADCASTING, May 19]. Following the Fly presentation, in stout defense of the regulations as helpful rather than harmful to the public, industry spokesmen will present a preview of their intended case at the actual investigation.

Those who already have requested time include NBC, CBS and MBS, along with NAB President Neville Miller. Whether the heads of the respective networks will appear is not certain. It is known Alfred J. McCosker, MBS board chairman, proposes to appear. Niles Trammell, NBC president, and Edward Klauber, CBS executive vice-president, spent several days in Washington to discuss preliminaries and it is possible they will appear as spokesmen for their respective networks.

### Spokesmen for Public

It is presumed that several organizations representing public groups, such as the American Legion, American Red Cross, General Federation of Women's Clubs, Federal Council of the Churches of Christ in America, and other organizations which have applauded radio's contribution to the public

## Fly-Fishing

By Sid Hix

welfare, will present testimony against any upheaval in the status quo of broadcasting, particularly during the emergency.

Most network affiliated stations found themselves in a quandary over revision, renewal or calcellation of their existing network contracts, in view of the stringent rules, which now have the force of law. Many stations are required to file applications for renewal of license between now and Aug. 1 and must set forth completely the nature of their contractual relationships with their networks.

In the absence of any injunctive relief, having the force of law, a majority of the Washington attorneys are notifying their clients they must serve notice on their networks for either cancellation of their contracts or for prompt modification, in compliance with the drastic provisions of the new rules.

Even if the Senate adopts the White Resolution, carrying the proviso that the Commission postpone the effective date of the rules until the Senate Interstate Commerce Committee makes its report to the Senate on its investigation, it was pointed out this action would provide no assurance of relief from the Commission regulations.

The White Resolution would not have the force of law but would be merely a request or recommendation from a branch of Congress to an administrative agency.

### NBC Problem

On the other hand, it is pointed out that the FCC would not be disposed to ignore such a request from a Congressional committee. As a matter of fact, it did this very thing three years ago when Senator Wheeler sponsored and succeeded in having passed a resolution expressing it as the sense of the Senate that stations should not be given power of more than 50,000 watts.

Because of the requirement in the rules that licensees should not accept network service from a company providing two simultaneous program schedules, stations affiliated with both NBC Red and NBC Blue at this time find themselves in a desperate position.

Under the regulations, they cannot accept NBC service while it operates two networks, serving two stations in the same market. Consequently, unless and until the regulations are p o s t p o n e d or amended, or until NBC divests itself of one network operation, such stations will not be in a position to renew contracts.

Stations on CBS and MBS, under the regulations, must revise their contracts to comply with the time option, exclusivity, and rate-protection provisions of the regulations among others which would entail far-reaching changes in method of operation both by network and station.

Washington's radio legal fraternity was of the opinion generally that all affiliated stations immediately must notify their networks of the necessity of discontinuance of service unless the revisions can be made prior to the effective date of the regulations Aug. 2, if the stations are to procure renewal of their licenses at the proper time.

The FCC, it is understood, shortly will make available to stations a special form to be utilized in reporting on the modifications of network affiliation arrangements in conformity with the rules.

### Regionals, Also

Because of the scope and breadth of the rules, changes in relationship of affiliates with regional as well as national networks will be entailed. While it is expected in most quarters there will be action, either by Congress or in the courts, or on the Commissions' own volition, postponing the effective date of the rules, it was emphasized by attorneys that in the strictest legal sense affiliates must comply with the regulations as now written, for their protection.

Since the St. Louis battle of invective, Chairman Fly has maintained relative silence. Following the action of the new NAB board of directors at its post-convention meeting May 16, questioning his qualification to serve as chairman of the FCC because of his outbursts [BROADCASTING, May 19], Mr. Fly said it "is of no great concern to our democracy whether any one particular man or group shall occupy public office." Then he added that it "is of real concern to the nation, however, that official positions be held by men of sufficient strength of character to do their duty in the face of the strongest pressures which can be turned upon them."

Another indication that Chairman Fly is still piqued over the St. Louis episode came last Friday when he addressed a luncheon group of the American Bar Assn. in Washington, made up primarily of attorneys in communications practice. Extemporaneously, he observed that he had "a speech inside" of himself and that he proposed to deliver it "if ever that opportunity comes".

Then he observed he was happy to be greeted by "this friendly audience". Those familiar with the turbulent St. Louis sessions recalled Mr. Fly's denunciation of the NAB for failing to permit him to respond immediately to the Mark Ethridge speech from the same rostrum.

### Deep Interest Shown

In one informed Congressional quarter, it was stated that because of the intense interest in the White Resolution and the whole monopoly issue, it is entirely possible that the "conference method" may be resorted to after the preliminary hearing before the Senate committee. This might result in postponement of all of the eight rules, branded by the industry as punitive, and in the amendment of those regarded as too severe.

The hearings are expected to run through Wednesday, June 4. Senator Wheeler is scheduled to deliver an address in Pittsburgh on June 5, and the desire has been expressed that he preside throughout the hearings. It is generally expected the committee will act with the Montana Senator.

NAB President Miller, in his testimony, is expected to review the St. Louis episode, among other things. He will reflect the industry's viewpoint, which is preponderantly against the regulations, on grounds of jurisdiction and of long-range effect, totally aside from its immediate effect of disrupting normal broadcast operations during time of national emergency.

Mr. McCosker, for MBS, is expected to support the FCC regulations in all particulars. He did this immediately after the report and regulations were announced May 1 and led Mutual's opposition to the NAB-NBC-CBS position prior to and during the NAB convention.

NAB President Miller plans to appoint a small steering committee to handle the industry's offensive against the regulations. Presumably, this committee will be named prior to the opening of the hearings. There was talk, for a while, of appointing a national committee, probably comprising one outstanding broadcaster from each State, but this apparently has been dropped. Broadcasters, wherever they are located, will be called upon for particular assignments in event the need arises.

In the FCC itself, things have been relatively quiet on the monopoly issue. Several of Chairman Fly's colleagues privately have criticized his St. Louis actions as placing the FCC in a bad light. Moreover, the generally bad "press" given the monopoly regulations and the St. Louis pyrotechnics has not helped the blood-pressure of the FCC majority which voted the regulations.

### Rumors Abound

Since President Roosevelt's repudiation of any knowledge of the monopoly regulations prior to their issuance, rumor has spread that the Administration might get behind new FCC regulation. Some speculation has been on the possibility of a new face on the FCC, to succeed Commissioner F. I. Thompson whose term expires June 30, in advance of any reorganization.

And in some quarters, it was reported the new appointee might be named chairman in lieu of Mr. Fly. But this did not appear to have much to back it up.

During hearings last week before the Senate Interstate Commerce Committee on the Western Union-Postal Telegraph merger there were indications by high Army and Navy officials that the military establishment does not see eye-to-eye with the ambitions of the FCC to become the dominant coordinating agency for the Government in all phases of communications activity. Despite repeated denials, this ambition is believed to include broadcasting, as reflected in the severe monopoly regulations.

At a meeting in Atlantic City last Friday, the General Federation of Women's Clubs unanimously adopted a resolution whole-heartedly supporting the White proposal.

## WACKY TALE OF A WACKEROO

### NBC Executive Disclaims Honor of Having Sent Safety-Valve Missile to Mr. Fly

THIS is the story of the Wandering Wackeroo.

*Wackeroo—A futuristic looking gadget made of clay, painted in a pastoral shade and serving an elementary purpose in the life of busy executives who, when things get to the point where they can't get any worse, pick up the Wackeroo and hurl it against the nearest wall, whereupon the Wackeroo shatters and the executive feels better.*

Since Washington is filled with executives who need such an out, *The Kibitzers*, early morning entertainers on NBC's Blue outlet, WMAL, have been giving Wackeroos away as a promotion stunt. Some anonymous person — who missed fame by a hair's breath — called WMAL and asked that this "art object" be mailed members of the FCC. No reason was given by this FCC assistant "with a passion for anonymity" why this agency should be so selected.

### One for the Chairman

Among those receiving the Wackeroos was Chairman James Lawrence Fly. Asked if he had taken his Wackeroo to St. Louis, the Chairman said it had been sent him before the monopoly report had been issued. One reporter (for BROADCASTING, of course) suggested that perhaps the Wackeroo could have been to put to use in the Mound City.

The chairman explained the "art object" had been sent him and that he had dispatched the following letter to Frank M. Russell, NBC vice-president in Washington:

> Dear Scoop: I'm not exactly sure to whom I should express my thanks for the art object I received in this morning's mail. I can see where it might have interesting possibilities. Sure you wouldn't like it back? Kindest regards.

To which Mr. Russell replied in part:

> Upon receiving your note of May 5th I was puzzled and after an inquiry I can assure you of great personal embarrassment. Of all times to send you a Wackeroo . . . I greatly appreciate your offer to return your Wackeroo but I can assure you, sir, that the manufacturer owes you a great debt of gratitude for, come last Saturday afternoon we have, without assistance of our listening audience completely liquidated our supply. Pitching one last lone Wackeroo into the wall ain't going to make me feel any better.

The FCC's new famous network monopoly regulations were issued on Saturday, May 3 and Mr. Fly got his Wackeroo the Monday following.

# FTC Analysis of Continuities Shows Improvement for Year

## Small Percentage Set Aside for Detailed Study, Federal Agency Finds in Review for Year

IMPROVEMENT in the quality of commercial radio continuities from the standpoint of questionable advertising claims was noted by PGad P. Morehouse in commenting on a survey of radio advertising conducted during the past year by the Federal Trade Commission. Mr. Morehouse is director of the Radio & Periodical Division, which last year examined 701,197 non-network continuities as well as 50,863 from networks, 17,741 from regional networks, and 7,158 from transcription firms.

The FTC survey, just received, covers the calendar year 1940. The figures show that 8,485 or 16.6% of network commercial continuities were marked "questionable" by the Division and set aside for further scrutiny. Of the non-network continuities 13,152 or 1.87% were marked questionable; of 13 regional networks 11.1% of the continuities were marked for investigation; and 9.5% of transcription continuities were set aside.

### Improvement Noted

The higher percentage of network continuities in the questionable status arises from several facts. First, networks submit continuities on a continuous weekly basis whereas other types of continuities are received with far less frequency. Further, the FTC devotes more careful scrutiny to network continuities because it feels the chain programs are heard by larger audiences and therefore are more important from the FTC's viewpoint than continuities reaching only a local audience.

The "questionable" designation, it was explained, is in no way a determination that the script is contrary to FTC standards but merely means that it possesses suspicious symptoms and is to be further examined.

In its annual report for the 1940 fiscal year the FTC had stated last January that it believed its checking of radio and periodical advertising had contributed substantially to the improvement "that has been evident in recent years in the character of all advertising."

The recently completed tabulation shows the six ranges of population groupings usually followed in census reports whose commercial continuities were included in the advertising surveys during the 1940 calendar year. Commercial continuities (non-network) as to origin by population groupings were analyzed as follows:

| *Stations* | *Examined* | *Questionable % Marked* | *Stations No. of* | *Cities No. of* |
|---|---|---|---|---|
| Over 500 000 | 115,304 | 3.0 | 94 | 15 |
| 250,000-499,999 | 93,682 | 2.4 | 79 | 25 |
| 100,000-249,999 | 126,572 | 1.5 | 93 | 42 |
| 50,000- 99,999 | 109,292 | 1.9 | 103 | 76 |
| 25,000- 49,999 | 91,877 | 1.4 | 108 | 103 |
| Under 25,000 | 164,570 | 1.1 | 241 | 239 |
| | 701,197 | 1.87 | 718 | 500 |

The percentages and other statistics above relate only to the initiation of inquiry and are not representative of any final adverse action taken by the Commission. No statistics are available on final disposition of continuities marked "questionable" but they form only a minor percentage of the total set aside.

The surveys of radio advertising were carried out during the calendar year, on a selective and representative basis somewhat similar to the method followed in scrutinizing newspaper and magazine advertisements.

From the total 701,197 commercial continuities examined in script rendered by individual station broadcasters, said the FTC, 13,152, or 1.87% were marked and set aside for investigation.

Other particulars showing the relative proportionate sources of the total volume of marked commercial continuities are presented in this table of questioned commercial continuities proportionate sources as to population groupings:

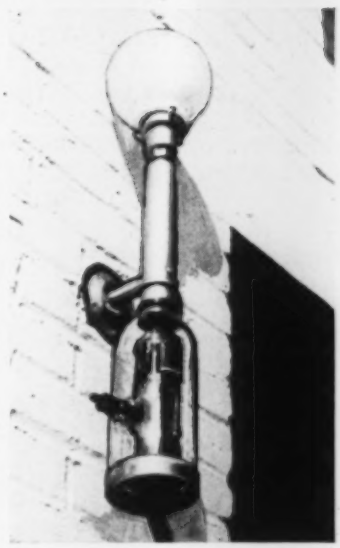
| *Stations in Cities* | *Per Cent* |
|---|---|
| Over 500,000 | 26.9 |
| 250,000-499,999 | 17.3 |
| 100,000-249,999 | 14.9 |
| 50,000- 99,999 | 16.5 |
| 25,000- 49,999 | 10.2 |
| Under 25,000 | 14.2 |

### Population Data

It was further disclosed that of the total individual station continuities examined, 115,304 were broadcast by 94 stations located in 15 cities or population centers of over 500,000 population. From such radio station commercial continuities, 3.1% were deemed sufficiently questionable

To avoid unnecessary duplication of review efforts in advertising examinations, local individual stations do not render commercial continuities for such network programs, but only commercial continuities for programs originating in their respective station studios. There are no data available which would permit an apportionment to the individual affiliated stations of those questioned commercial announcements which may have utilized the facilities of many individual stations during the course of their network dissemination.

Of the total 13,152 questioned commercial radio continuities marked from individual station broadcasts, during the calendar year ending Dec. 31, 1940, it is observed that 26.9% originated in broadcasts by individual stations located in cities of over 500,000.



AN OLD TUBE gives a functional aspect to the entrance to the transmitter building of KTSM, El Paso. The ornamental effect was secured by combing an old 863 tube and a few other old parts that were gathering dust in the storerooms.

# Monopoly Report Analyzed by MBS

## Network Replies to Alleged Misstatements of Others

MBS last Saturday issued to its stockholders and affiliates "Mutuals White Paper," a 16-page printed booklet "analyzing the causes and effects of the FCC report on chain broadcasting and the Mutual-ASCAP agreement."

Commencing: "Because of misrepresentations currently being disseminated by other groups in the radio industry, we are writing to provide you with accurate information as to the position taken by MBS," the paper points out that "the Commission's order does not go as far as other interests (particularly NBC, CBS and the NAB) would have the rest of the industry, Congress and the public believe.

"It does not abolish network broadcasting . . . it does not do away with the American System of Broadcasting, unless the American System has somehow become identified with entrenched monopoly . . . It will not bring chaos into the industry, unless we look upon competition as chaos . . . It does not paralyze freedom of the air but preserves it from private domination by a few individuals . . . It does not in any respect threaten the continuance of the network program service now received by the public, but on the contrary will stimulate an ever-increasing improvement in the service.

### Others 'Do Nots'

"The new regulations do not prevent reasonable and continuing business relationships between a network and its affiliates . . . A station is not prevented from having the right to first call on the programs of the network with which it is affiliated; it and the network are prevented only from agreeing that no other station serving the community may broadcast network programs which the affiliate does not desire to broadcast."

The paper stresses the point that "the investigation and proceedings resulting in the Commission's action were not in any sense instigated by Mutual or its stockholders or affiliates" but that after the FCC had started its investigation "Mutual was called upon to furnish exhaustive information and to state its views in response to inquiries from the Commission, and did so with all accuracy and frankness."

The Mutual-ASCAP agreement, the paper continues, makes ASCAP music available to MBS and its affiliates "at terms more reasonable than have been enjoyed by broadcasting stations at any time since 1933." MBS estimates the agreement will save independent stations more than $1,800,000 on ASCAP music, or enough for them to have both ASCAP and BMI music at fees "substantially less than were paid for ASCAP music alone in 1940."

Denouncing the NAB factual analysis of the agreement as "neither factual nor an analysis," the paper concludes that this agreement "if accepted by the rest of the industry, would effect a great saving to independent stations and would at the same time put an end to the reprehensible discriminatory advantage enjoyed by networks at the expense of independent stations since 1932."

## Cantor to Return

BRISTOL-MYERS Co., New York, has signed a new contract for the 1941-42 season with Eddie Cantor to continue his *Time to Smile* program on NBC-Red in the interests of Ipana and Sal Hepatica. Program will continue Wednesdays, 9-9:30 p.m. until June 25, when Cantor leaves for a vacation in California, returning to the show the first week in September. A summer substitute has not yet been set, according to Young & Rubicam, New York, agency in charge.

### WHK Names Raymer

WHK, Cleveland, effective May 1, has named Paul H. Raymer Co. as national representative, according to K. K. Hackathorn, sales manager of the station.

## MBS Building?

OFFICIALS of WOR, New York, are reported to be looking for a ten-story office building to house the station and serve as New York headquarters of MBS. WOR is now located at 1440 Broadway in a general office structure, occuping one floor which serves as the MBS New York GHQ. It is understood that $1,000,000 would be spent for the building.

# BMI Additions of Publishers Bring Its Affiliate List to 190

### New Stations Acquired, Total Now Reaching 690; ASCAP Drafting Yankee-Colonial Proposal

TOGETHER with a statement on policy assuring a continuance toward the goal of supplying enough music to permit any station to operate without any other music, BMI last week announced it has secured the performance rights for more than 300 compositions through contracts signed with seven publishing companies, bringing the number of affiliated publishers to 190. At the same time BMI announced the signing of four new stations members, bringing its station list to 690.

The new stations are: WMUR, Manchester, N. H.; WHLN, Harlan, Ky.; WRLC, Toccoa, Ga., and WMRF, Lewiston, Pa. The new publishers are: Hill Music Publishing Co., Judson Press, L. P. Lehmann & Staff, Edward and Louis Rossi, Willard Russell, Schumann Music Co. and Vernon Music Publishers.

#### Operative Changes

The full statement on policy reads: "BMI is making no operative changes which relate to the extent or quality of its service. It has made and is continuing to make operative changes which are in accordance with the fact, namely, that BMI has accumulated a sufficient backlog of material so that the enormous pressure upon it to maintain a time schedule of production has considerably alleviated.

"With this change in situation will come a greater emphasis on quality and exploitation. In no way, however, has there been any slackening of BMI's progress and effort to provide indefinitely a full and complete music service sufficient to permit the operation of any broadcasting station or other place of entertainment without any other music catalogs whatsoever."

Meanwhile, ASCAP stated that 237 stations are now operating with ASCAP licenses, exclusive of the Mutual outlets, of whom more than 100 have informally agreed to accept contracts for local as well as network ASCAP programs as soon as formal contract blanks are sent to them.

Society officials also reported that following conferences with John Shepard 3d, president of the Yankee and Colonial networks, contracts were being prepared designed to bring his stations back into the ASCAP fold. Mr. Shepard was the sole MBS director opposing the network's deal with ASCAP and led the fight against its ratification by MBS affiliates, but dropped his opposition after the majority had approved the contract.

Following the ASCAP salute program May 18, MBS began an intensive campaign to let every radio listener know that Mutual is the only national network providing ASCAP music.

Studio sustaining musical programs are almost entirely ASCAP and while the selection of numbers on remote dance band pickups is left up to the leaders, announcements are made on some of them calling attention to the return of ASCAP tunes. This emphasis on ASCAP music is only temporary, it was stated, and following this initial promotion the network's sustainers will use both BMI and ASCAP tunes impartially.

#### 'Lullaby Lane'

WOR, MBS key in New York, has likewise begun a two-week drive on ASCAP music. A new program, titled *All Time Hits* and featuring Irving Kaufman as "Musical Mac", consists chiefly of recordings of familiar ASCAP selections.

Broadcast six mornings weekly 8:45-9 a.m., the program is available for participating sponsorship and on May 21, two days after the first broadcast, WOR announced that two sponsors had already been signed, Penick & Ford (My-T-Fine dessert) and Sussex County Boosters Conference (summer resort).

The sustaining programs of Morton Gould, Elinor Sherry and John Duggan are being composed exclusively of ASCAP numbers during the two-week period and Ramona's broadcasts, now nightly instead of Sunday only, will also feature ASCAP tunes. Like the network, WOR will resume more extensive use of non-ASCAP music after the conclusion of its educational campaign, it was stated.

Apropos of the return of ASCAP music to WOR, BMI gleefully reports that the first tune on the first ASCAP program on this station was "Number Ten Lullaby Lane", a BMI-licensed song.

Coincident with the advent of ASCAP on MBS, Accurate Reporting Service, which checks the broadcasts of popular tunes on the New York network outlets, dropped its reports on the performances on WEAF and WJZ, NBC stations, and on WABC, CBS outlet, and added WOR, which had not previously been checked.

Move was made at the request of the ASCAP publishers who comprise the large majority of the service's subscribers. As this eliminates the checking service on BMI numbers on NBC and CBS, BMI is now preparing to supply its own checking service to interested organizations.

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SEEKING a local in Waco, Tex., Beauford H. Jester, an attorney from Corsicana, Tex., has applied to the FCC for a Class IV station to use 250 watts on 1230 kc.

SHAKE! Gene Buck, president of ASCAP, greets Alfred J. McCosker, chairman of the MBS board, as they met before ASCAP's salute to MBS marking the return of the Society's music to a major network. The 1½-hour program was broadcast May 18.

## *CBS, NBC, ASCAP RESUME MEETINGS*

BACK in New York from St. Louis last week, with the contract between MBS and ASCAP already in operation, officials of the Society resumed their conversations with executives of CBS and NBC toward returning ASCAP music to those networks as well.

The usual reports of "friendly sessions with some signs of progress" which followed the sessions could be interpreted as meaning much or little, but the fact that Mark Woods, vice-president and treasurer of NBC, met with E. C. Mills, chairman of ASCAP's executive committee, and John G. Paine, ASCAP general manager, three times in three successive days was thought to indicate an attempt on both sides to reach an agreement.

Paine and Mills also conferred on Thursday with Edward Klauber, executive vice-president of CBS, Mefford R. Runyon, CBS vice-president, and scheduled another meeting for this week.

Previously both NBC and CBS had declared that the terms of the Mutual contract would not be at all acceptable to them, while ASCAP had countered with a statement that it would stand pat on the MBS deal and would offer no better terms to anyone.

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## More Staff Spots

CONTINENTAL BAKING Co., New York, is introducing its new bread, Staff, with one-minute live spot announcements as distribution is attained in each market. Announcements, varying in frequency, have been placed on WHEC WJSV WRC WMAL WRVA WBNS WCOL WBEN WGR WHT WMC WREC WWNY KLRA KARK KWKH KTBS WHO KRNT KSO KBTM. New product is expected to be ready for distribution also in Davenport, Pueblo, Hartford and New York by the early part of June. Ted Bates Inc., New York, is the agency.

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#### Soup's on WTMC

PHENIX FOOD SALES Corp., Chicago (Dainty Noodle Soup), is currently running a daily participation in *Heinie & His Grenadiers* program on WTMJ, Milwaukee. Agency is Needham, Louis & Brorby, Chicago.

## ASCAP Meeting Scheduled June 2

### Changes in Election Methods For Board Membership

A GENERAL meeting of the ASCAP membership has been called for 2 p.m., June 2, in the Hotel Astor, New York, to approve amendments to the Society's articles of association proposed by the by-laws committee to conform to the requirements of the Government consent decree.

The 30-page booklet sent to members with the notices of the meeting contains 25 amendments, four required by the decree and the others designed to improve the operations of ASCAP. All have already been approved by the board of directors.

#### Change in Election

Chief change is in the election of board members, previously elected by the board itself but now required to be elected by the membership. Proposed amendment retains a 24-member board, with 12 publishers and 12 writers.

In the first election, to be held by mail following the ratification of the amendment by the members, there will be 12 vacancies—six writers and six publishers, with four of each elected for three years, one for two years and one for one year. In all subsequent elections four writers and four publishers will be elected, all for three-year terms.

Members' votes are weighted in accordance with their rankings by the Society, each composer-author member holding one vote for each $20 received during the preceding year as participation in the ASCAP distribution of domestic royalties and each publisher member holding one vote for each $500 so received. No ASCAP member, however, shall have less than one vote. Writer members vote only for directors from this class and publisher members for directors from that class.

Other amendments required by the consent decree remove the assignment of "exclusive" performing rights to ASCAP, change the method of classifying members for distribution of funds from consideration of the prestige of the member to consideration of the prestige of his works, and change the requirement for writer membership from "five works" to "one work".

Writer-directors whose terms have expired are Fred Ahlert, Irving Caesar, Raymond Hubbell, Jerome Kern, Edgar Leslie and George Meyer. Publisher members whose terms have expired are Jack Bregman, George Fischer, Walter Fischer, Jack Robbins, Gustav Schirmer and Will Von Tilzer.

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## Cocomalt Campaign

R. B. DAVIS Co., Hoboken, has named Murray Breese Associates, New York, for the national promotion of Cocomalt. Spot announcements in test markets are planned.



XUM

# "COME ON . . . THE NEW IOWA SURVEY IS OUT!"

● Whatever you're doing, *drop it* and write or wire right *now* for the 1941 Iowa Radio Audience Survey!

Designed especially for people who have the responsibility of planning, approving *or merchandising* any sort of advertising effort in the Mid-West, the Survey will be of incalculable help to all advertising and sales executives, agency account executives, and plan and media departments.

Authoritative and accurate, the 1941 Survey is based on more than 9,000 *personal interviews* made according to the most approved sampling methods, under the direction of Professor H. B. Summers, Kansas State College, and Dr. F. L. Whan of the University of Wichita.

*IT TELLS* virtually everything you could want to know about Iowa radio listeners' habits and preferences of all sorts—furnishes a means by which you can *scientifically* check almost all your advertising plans and hopes in this section.

*Your copy will soon be off the press, waiting for you.* WRITE FOR IT. No cost and no obligation.

*Address:*

# WHO
## + *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

# Agencies Observe Television Carefully

## Staff Men Reporting on Recent Progress of Visual Medium

By S. J. PAUL

ALTHOUGH WAITING for definite word from the networks on television plans, major agencies have been intently watching video developments even prior to FCC approval of commercialization.

As a matter of fact, while there are admittedly may obstacles in the path of commercial television, a number of the New York agencies have chosen staff men to report periodically on developments, others have discussed programming, and one agency in particular is preparing at the request of a client ideas for television shows.

### Actual Tests

The experimental television stations operated by NBC and CBS have given the agencies more than a mere academic acquaintance with the new medium. Marschalk & Pratt, which, a year ago under supervision of Radio Director Curt Peterson produced a quarter-hour a week of Esso video news, stated that "The sales potentialities of television were brought home to the agency and the client in that 13-week experiment. We cut-in films, used maps, experimented with dramatized commercials. With the dramatized commercials, the video programs had the effect of a real personal sales call. Although we were enthusiastic with the results of our experiment, television since that time has made great strides, indicating to us that wider circulation of the medium is merely a matter of time."

The type of material most adaptable to commercial telecasting and the manner of presentation have concerned agency men interested in the medium. The opinion expressed by William Spire, radio director of McCann-Erickson, that telecasting's most interesting program material will come from sporting and special events, is shared by the large majority of agency men.

They believe also that films will supply a large part of the program material, and that studio production for the time being should be left in the hands of the networks. Speaking of program material, Ben Larsen, supervisor of daytime programs at Young & Rubicam, said that "our recent demonstration telecast of the *Henry Aldrich* last February was extremely successful. However, I believe that current events will undoubtedly be commercial television's biggest attraction in the early stages of the medium."

A. K. Spencer, radio producer of J. Walter Thompson Co., observed that "with the FCC ruling requiring each video station to telecast 15 hours a week, all types of program material will be used including special events, films, and live studio production — and possibly combinations of the latter two."

Television's apparent demand for films has interested agency motion picture departments, the majority of whom feel they will eventually be called upon to produce special television films. "We all realize the possibilities of commercial television," said Jack Pegler, head of the motion picture department of Lord & Thomas, "but in the same manner that radio developed AM, audio technique, motion pictures for television will most certainly have to develop theirs."

### Movies Interested

"Commercial television will represent the wedding of the motion picture and radio arts," commented Fred Fiddler, head of the motion picture department of J. Walter Thompson Co. "In my opinion," Mr. Fiddler continued, "films will become the counterpart in television of the radio transcription. There are certain restrictions in the films made expressly for television that the Hollywood cameraman does not encounter. For example, in our motion pictures for telecasting, we have to deal with closeups and medium closeups rather than long shots because the television screen is so small that in long shots the characters are lost. At our agency, the radio and motion picture departments are colloborating in their television efforts. Every alert advertiser has or is thinking seriously of television."

From the advertiser's point of view, television pivots around the problem of circulation.

"With small number of sets in use (estimated at about 3,500 in New York), will the time and production costs warrant getting into the new medium now in exchange for future advantages? "Will the circulation of sets steadily increase or will defense priorities make it impossible to produce video receivers and thereby stalemate the entire television industry? These are the questions advertisers are asking.

"To be perfectly candid," remarked one agency executive who has had considerable experience in video production, "when the circulation of sets starts to rise, every advertiser will want to jump into television so quickly that it's going to be harder for an agency to convince some its clients to stay out rather than go into it."

When July 1 arrives, date set by the FCC for the official inauguration of commercial television, video set-owners in the New York metropolitan area may reasonably expect to receive 45 hours a week of program service. CBS and DuMont television officials are definitely planning to start 15-hour weekly operation by that date and while NBC has announced no decision, it is confidently expected it will not drop out of the sight-and-sound broadcasting field in which it has done so much pioneering.

Whether July 1 will also see the first fully commercial telecast is not certain. All telecasters report numerous inquiries from advertisers and agencies about costs of time and production, but no video station has issued a rate card, although executives at each of the three organizations admitted the matter is being carefully studied.

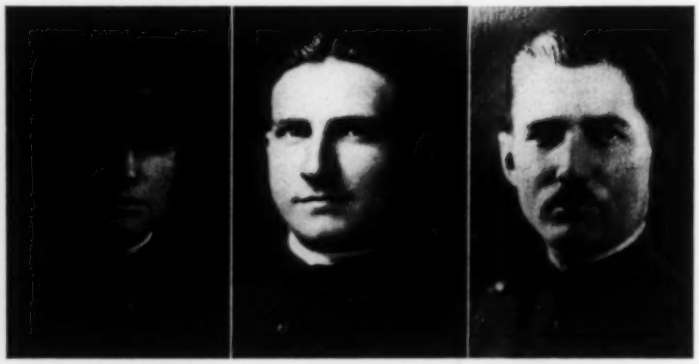
"Since rates will have to be based on the value of our service to advertisers rather than on our cost of transmission, the charges for television time at the beginning will be nominal," Mortimer W. Loewi, vice-president of Allen B. DuMont Laboratories, stated.

DuMont transmitted test patterns on several occasions last week, and DuMont engineers are confident they will be ready for regular operation by July 1.

CBS hopes to begin broadcasting color test patterns by the first of June. NBC's transmitter is currently operating on a limited schedule and can switch to the new standards with minor adjustments at the transmitter.

## THEY WERE IN THE ARMY THEN

*One of a Series*



**AN OHIO CONTINGENT** of lieutenants of 1918 is here presented. For identifications and service records, see page 42.

## New York Theatre Will Start Video

### Rialto, Motion Picture House, To Use Socophony Method

RIALTO THEATRE, New York motion picture house, will shortly become the first American theatre to offer large-screen television as well as motion pictures. Contracts signed May 20 with Scophony Television Ltd., English company, call for immediate installation of a Scophony physical-optical rear projection television receiver in the theatre. It is estimated the installation will be completed in about two weeks.

Before the outbreak of the European war, Scophony receiving apparatus was installed in the Odeon and Monseigneur theatres in London, where enthusiastic audiences witnessed BBC telecasts of the Derby and other outstanding sporting events, it was reported. A similar installation is planned for the Rialto, with a screen approximately 10 x 12 feet, since the theatre is small.

### Copyright Problem

Although most previous discussions for theatre television have been premised on a special program service which would be piped from studio to theatre via coaxial cable and so be an exclusive theatre presentation not available for the home television audience, the Rialto management is planning to take its programs from the air, arranging the routine of its regular movie entertainment to end a picture at the start of a scheduled telecast.

For the present, the theatre will probably pick up all the sporting events on NBC's current schedule, about two or three a week. After July 1, however, it is expected there will be three television stations in New York, each operating 15 hours a week, which would give the theatre a chance to select its television programs. The theatre plans to increase its price of admission when a television feature is added to its regular bill, with the amount of the increase determined by the nature of the telecast.

The question of copyrights will arise almost immediately if theatres charging admission for their shows are to use telecast material, according to radio attorneys, who said the subject would have to be studied before any definite statements could be made. They agreed such reproduction would legally constitute performance for profit and would be subject to the copyright laws.

## Video View-Finder

AN ELECTRONIC view-finder, reproducing precisely what the television camera is picking up, has been developed by the Allen B. DuMont Laboratories, the company announces. Operated with its own power supply unit, the view-finder is mounted on the side of the camera, with adjustments for horizontal and vertical centering and for vertical linearity.



XUM

ASCAP is back on WOR . . . and WOR brings you the first commercial ASCAP buy . . . "Musical Mac" a 15-minute all-ASCAP musical hit 8:45 to 9:00 A.M., price—$480 per week for 6-day a week participation

*Call, wire or write*—SALES OFFICE, WOR.
*1440 Broadway, N. Y. C. Phone* PE 6-8600

# Newspaper Policy Not Yet Pressed

### FCC Indicates Main Interest In FM at Present Time

INDICATIONS that the FCC may not force the newspaper divorcement issue, under its recent inquiry order, to the point of immediately affecting standard broadcast stations but will concentrate its energies against newspaper ownership of FM stations, have been gleaned by Washington observers from current FCC actions.

Whereas newspaper applications for FM stations are being transferred, for the most part, to the pending files until the policy issue is settled, standard broadcast applications are not being treated in that fashion. Whether any formal amendment of the procedure will be undertaken is not yet clearly indicated, though it is known that, for strategic reasons, the FCC majority would prefer not to meet the newspaper issue while the monopoly regulations are in controversy.

#### Progress Claimed

Following a meeting last Monday with attorneys representing the newspaper-radio committee, FCC Chairman Fly said that "some considerable progress was made". The issues, however, have not yet been specified, though it was indicated the hearings might take place the last week in June. Normally, at least 30 days' notice on the issue is given.

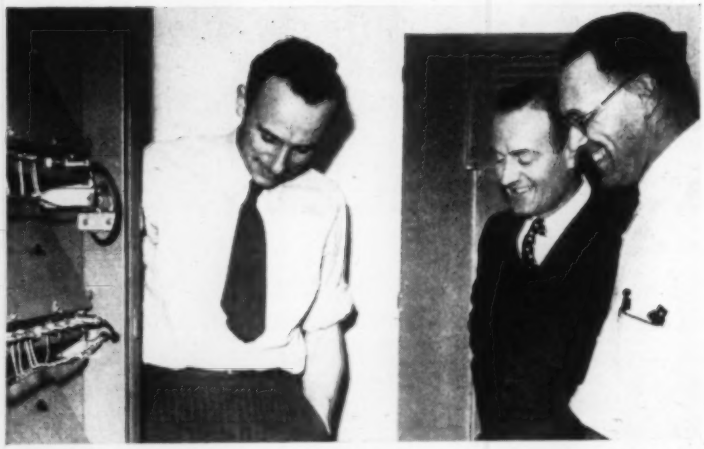
Conferring with Chairman Fly were former Judge Thomas D. Thacher, chief counsel for the newspaper group, and his associates, Sydney M. Kaye, who is also BMI counsel and CBS copyright counsel, and Abe Herman, of Fort Worth, personal attorney for Harold V. Hough, WBAP-KGKO executive and chairman of the newspaper group.

Another straw in the wind on the newspaper situation came last Thursday when the FCC announced it had adopted and made final its proposed decision granting a new 250-watt daytime station in Jacksonville, Ill., to non-newspaper applicants over the competitive application of a partnership which had a newspaper affiliation.

The grant was to Hobart Stephenson, Milton Edge and Edgar J. Korsmeyer, over the competitive application of the partnership of Helen L. Walton and Walter Bellatti. Mrs. Walton, a widow, owns 48½% interest in the Jacksonville Journal Courier Co., publishing the only two newspapers in the city.

In its original proposed grant last March, the FCC stated that it felt the granting of the Stephenson application would better serve public interest "in that there will be added to the Jacksonville area a medium for the dissemination of news and information to the public which will be independent of and afford a degree of competition to other such media in that area." This was interpreted as selection of an independent applicant over one affiliated with a newspaper.

In announcing adoption of the final order of May 22, however, the FCC altered its findings to make priority the principal reason for the grant. It said the Stephenson group for some years had endeavored to obtain a license for a station and had taken the initiative, having filed its application two months prior to that of the Walton partnership seeking the same facilities. This was not covered in the original proposed finding. Then the Commission, in its final grant, alluded to the availability of an additional medium for dissemination of news and information.



SMILING APPROVAL of the new 50-kw. transmitter for W45D, FM station of the *Detroit Evening News*, is given by Frank Gunther, vice-president of Radio Engineering Labs., Long Island City, N. Y., who supervised the installation of the transmitter; William J. Scripps, general manager of WWJ, the *News* standard broadcasting station, and Carl Weiser, chief engineer of W45D.

## FM, Shortwave Scales For Musicians Debated

NEGOTIATIONS for a new scale of wages for union musicians employed on FM and shortwave broadcasts are in progress between executives of NBC, CBS and WOR and officials of Local 802 of the American Federation of Musicians.

To date the practice has been to use staff musicians on musical shows shortwaved to Europe or Latin America, but now that a number of musical programs have been sold commercially for transmission to Latin America the networks have come to realize that there is something wrong in paying network scale for musicians when the charges for time are comparable to those of a local 100-watt station.

The same situation is applicable to FM broadcasts, especially in the case of W71NY, WOR's FM affiliate, which is now operating commercially. Therefore the broadcasters asked the union to set up a special scale for such broadcasts, pointing out that if the union does establish wages commensurate with the economic status of FM and international stations these stations will be in a position to employ house orchestras, thus giving employment to additional union members.

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KTBC, Austin, Tex., has appointed as its national representative the Walker Co.

## *MUTUAL EXPLAINS ASCAP PAYMENTS*

METHOD of figuring affiliates' share of ASCAP license fees for MBS network programs is outlined in a letter sent May 19 by Fred Weber, Mutual general manager, to all MBS outlets. Letter points out that network's non-profit method of operation makes these station payments necessary and asks for authorization to make deductions, stating that it will be assumed unless network is notified to the contrary by May 26.

Deduction on network commercial programs is 3% of the net MBS payment to station for time, after agency commission, discounts, Mutual commission and line charges. If MBS time sales on station are $1,000 for the month after commissions and discounts, and line charges are $900, then MBS will deduct for ASCAP 3% of the remaining $100, or $3.

On network sustaining programs, MBS deducts either half the station's hour rate or three-fourths the station's monthly ASCAP sustaining fee in 1940, whichever is smaller. If the station cited above has an hourly rate of $100 and its 1940 ASCAP sustaining fee was $20 monthly, then MBS would deduct $15 (three-fourths of $20), since that is less than half the hourly rate. This station would pay, then, $18 for ASCAP service on network programs during the month.

Letter also point, out that "if and when stations take out individual licenses and pay their sustaining license fees directly, then Mutual will no longer deduct anything for network sustaining programs."

### Perfume Test

PARFUM L'ORLE Co., New York (perfumes), is testing radio in New York with a daily five-minute period on Maxine Keith's *From Me to You* program on WINS. Company intends to concentrate on radio, and is planning to enter Washington, Philadelphia, Chicago, and Pacific coast markets. Jasper, Lynch & Fishel, New York, is the agency.

# AFRA Threatens A Strike at WKRC

### Impasse Reached on Problem Of Open Shop Contract

STRIKE AGAINST WKRC, Cincinnati, may be called at any moment by the American Federation of Radio Artists. Negotiations between station and union, which have continued for months, have reached an impasse on the question of AFRA shop. Union, which has been able to get this provision included in most of its contracts to date, refuses to forego it in this instance, while the station management is equally insistent that it will not accept any contract including this clause.

A two-day conference last week between Hulbert Taft Jr., general manager of WKRC, and Emily Holt, national executive secretary of AFRA, failed to effect a compromise on this issue, although on her return from Cincinnati Mrs. Holt reported substantial agreement between station and union on matters of wages and working conditions.

#### West Coast Pacts

AFRA local in Cincinnati was given authority some time ago by the national board to call a strike at its own discretion but the national office in New York refused to speculate as to when such action might occur, except to state that the Cincinnati local will pick whatever time seems best.

AFRA has signed two contracts with West Coast stations, a one-year contract with KSAN, San Francisco, and one with KFAC, Los Angeles, running until Nov. 1, 1943. This is also the expiration date of the union's national network and transcription contracts. Both are standard AFRA contracts, containing the AFRA shop, arbitration and other standard clauses and providing for wage increases for employes of both stations, it was reported.

### New Cigarette

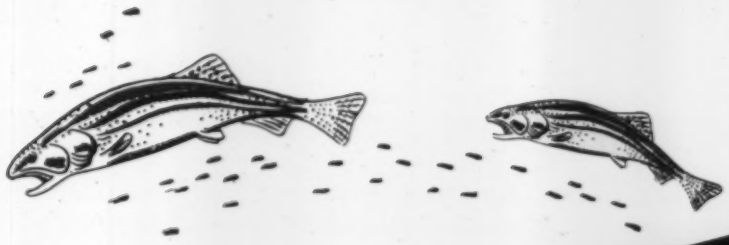
BRENNIG'S OWN, New York, is marketing in the New York area a new 20-cent cigarette called Brennig's Own. Company will select an advertising agency within the next few weeks to handle the account.

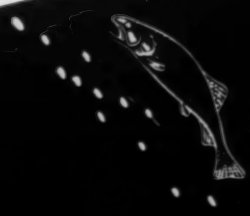
### 'Pot' Dropped

LEWIS-HOWE Co., St. Louis (Tums) on June 5 discontinues the *Pot o' Gold* program heard Thursdays 8-8:30 p.m. on 99 NBC-Blue stations. The program, which caused considerable comment because of its cash-giveaway basis, has been on the air continuously since Sept. 26, 1939. Whether the program will be resumed in the fall has not been decided by the sponsor, according to the agency, Stack-Goble Adv. Co., Chicago. The local New York *Pot o' Gold* program with weekly cash prize of $500 broadcast simultaneously on WHN, WMCA and WNEW will continue.



XUM





# KLZ

560 Kc. CBS AFFILIATE

## STANDOUT STATION IN A SUMMER MARKET

## DENVER

MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

# CBS Says FCC Would Cripple Industry

## Network Replies to Charges, Points To Errors

ANALYSIS of the FCC's network monopoly report, issued May 3, is provided by CBS in a 33-page booklet, carrying out the promise of CBS President William S. Paley immediately after the report was released. At the time Mr. Paley characterized the FCC's action as "the first paralyzing blow at freedom of the air" and said a factual analysis was being prepared.

The analysis, said to have been approved by NBC, was sent to 100,000 newspaper editors, leaders of civic and educational bodies, and others. It takes up, point by point, the Commission's charges and gives Columbia's answer in each case.

A condensed version of the analysis follows:

Sometimes you have to take a thing away from people to get them to realize what it means to lose it.

That is going to be true of radio broadcasting as we know it in America unless people understand what is happening and do something about it.

The FCC has adopted eight new "regulations." Most people will never see them or read them. They are wrapped up in a thick Government report. Like a bitter pill, they are sugar-coated with nice words and high-sounding phrases about the public interest. Then, to make the deception complete, they are handed out with a press release that would make people think the Commission is protecting what it is actually wrecking. Like calling a blitzkrieg a rescue party.

### *Unsubstantiated Use Of Epithets by FCC*

In its report, and in subsequent utterances by its Chairman, the Commission bolsters its attack on the networks by the loose, unsubstantiated use of such words as "monopoly," "domination," and "control."

CBS here states and demonstrates that, instead of benefiting the public, instead of promoting sound competition, instead of improving radio broadcasting, what the Commission proposes to do will have these effects:

1. It will threaten the very existence of present network broadcasting service, bring confusion to radio listeners, to radio stations, and to the users of radio, and deprive business of an orderly and stable method of presenting sponsored programs to the people.

2. It will threaten the continuance to radio listeners of their favorite sustaining programs sent out by the networks, such as the New York Philharmonic-Symphony broadcasts, educational and religious programs, world news service. We do not see how, under these "regulations," Columbia or anyone else can afford to, or has any real inducement to, produce and broadcast programs of this kind and to maintain and improve the character of its public service.

3. It will establish radio monopolies in many sections of the country which are now served by competing stations and competing networks and deprive hundreds of radio stations of an important source of revenue, besides seriously affecting their opportunity to build up their local audiences through network programs.

4. In weakening the ability of the radio industry to give the kind of broadcasting service that people have come to demand, it may, in the end, encourage the government to take over broadcasting altogether. Meantime it opens the door to the complete domination of radio by whatever government happens to be in power.

5. It will cripple, if it does not paralyze, broadcasting as a national service at a time when radio should be encouraged to continue and enlarge its contribution to national unity and morale.

### *FCC Assumes Powers Beyond the Law*

Two things about American broadcasting are fundamental:

First, network broadcasting depends on advertising.

Second, advertisers buy network broadcasting because the networks can guarantee them a nation-wide audience.

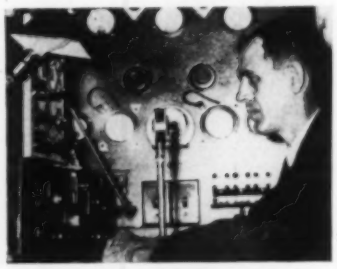
The Commission through its new "regulations" undermines these foundation supports of network broadcasting and does this by assuming powers beyond the law and the obvious intent of Congress, although the Commission has never asserted such powers before.

When radio broadcasting began to develop in this country, Congress by law wisely laid down a sound policy for broadcasting in America —a policy which plainly meant to protect the basic right of freedom of the air as an essential part of freedom of speech.

Under that law, Congress gave the Federal Government, through the FCC, the power to license broadcasters, assigning to each a definite wave length on which to operate in the public interest, convenience or necessity. That was necessary, just as traffic rules are necessary on crowded streets, just as our highways are marked off for the flow of vehicles.

In its new "regulations," the Commission says "no license shall be granted" unless the station bows to the Commission's arbitrary will and obeys the eight new edicts which it lays down. Do this—or we will put you off the air!

We come now to detailed consideration of these "regulations" and their meaning.



**AT THE CONTROLS** of his home-built station W9BSP, in Olathe, Kan., is Marshall H. Ensor, 1940 winner of the William S. Paley Amateur Radio Award [BROADCASTING, May 19]. Cited as the amateur operator who "contributed most usefully to the American people," Ensor has voluntarily conducted code practice service over the air on regular schedule for 10 years, "thus training men for vital communications posts for national defense." He will be awarded a silver trophy June 2 at a luncheon at the Waldorf-Astoria, New York.

Under Rules 1 and 2 the Commission denies the right of an individual radio station to make an exclusive contract with a network.

Rule No. 1 says in effect: The Commission will take away the license of any station if it agrees to broadcast network programs from only one network even though the station does not want and cannot find time for programs from more than one network.

Rule No. 2 says in effect: The Commission will take away the license of any station if the station makes a contract which withholds from its competitors the benefits of its network affiliation.

Here are the principal reasons why in this knocking out the present contracts between stations and networks the Commission destroys the whole basis of the kind of network broadcasting the people of this country enjoy:

CBS and its affiliated stations now have a common-sense arrangement which provides that Columbia will not furnish programs to any station in a city other than its affiliated station (except in case of public emergency), and that the affiliated station will not carry programs of any other national network.

Because of its contracts with affiliated stations—without which it could not sell substantial amounts of time to national advertisers—CBS in the year 1940 was able to spend millions of dollars for non-advertising programs, nearly all of which were of the kind that a local station could not create for itself.

Because CBS is able to deliver guaranteed outlets for advertising programs, it is able to maintain for 16 hours a day, 365 days in a year, leased telephone lines linking these outlets throughout America, giving the entire nation constant access to network programs; to maintain its studio facilities, engineering equipment, foreign representatives, representatives in the nation's capital, a highly organized news staff and all the other things that make network broadcasting possible.

The network advertiser wants the biggest possible nationwide circulation (audience) that he can get. He wants it at a reasonable price, and he wants to be assured that he can keep it so long as he gives the public the kind of programs it wants to hear.

It would be utterly impossible for Columbia or any other network to do this if it did not know from day to day what circulation it could deliver, what stations it could call on, what time on those stations was available to it. As other networks took time on the stations affiliated with us, our schedule of available time across the country would become a jig-saw puzzle. Under the Commission's "regulations," CBS would not know whether it could deliver a good outlet, or any outlet at all, and the advertiser would not know upon what kind of circulation he could count.

It is the nationwide audience that we have built—because up to now we have had proper incentives to build it—which makes network broadcasting so useful to educational, religious and cultural groups who desire to reach a nationwide audience, as well as to the officials of Government when they wish to reach all of the people simultaneously. This, too, is what makes broadcasting so effective an instrument of democracy, enlightening the people, helping to sustain their morale in times of stress.

### *Fly-by-Night Brokers Would Be Encouraged*

So far as present station competition is concerned, the lowest power station may sometimes have as good a program as its highest power competitor, if not better. But not under the new "regulations". If the Commission outlaws exclusive arrangements between stations and their networks, what will happen? Naturally, the advertiser will prefer the 50,000-watt high-power station, which will be free to pick and choose the best programs on the air. Stations 2, 3, and 4 will not get the over-all program service they have been getting, but merely the left-overs after Station No. 1—the 50,000 watter—has had its pick. One scarcely needs to spell out the effect on the lower power stations. Yet the Commission would have people believe that its new "regulations" open up the channels of competition and equalize opportunities so as to stimulate better radio service.

In seeking to evade the obvious

(*Continued on page 33*)

# NOW on the air with 50,000 WATTS

## NOW MORE THAN EVER NORTH CAROLINA'S NO. 1 SALESMAN!

# WPTF

## RALEIGH, N. C.

680 KC · NBC Red

FREE & PETERS, INC. National Representatives

# FTC Good Housekeeping Rule Restricts Its Seals of Approval

## Emblems Are Adjudged Confusing in Order Placing Limits on Claims Made for Various Products

HEARST MAGAZINES Inc., of which *Good Housekeeping* is a subsidiary, was ordered last Friday by the Federal Trade Commission to cease alleged misrepresentations in connection with the use of emblems purporting to guarantee the quality of various advertised products or to indicate the nature and extent of *Good Housekeeping's* testing of such products.

The Commission held that use of various seals was confusing to the average reader of the magazines and had the tendency to mislead purchasers into believing the respondent's product had been thoroughly tested and approved and was guaranteed by the respondent when actually the seal carried no guarantee or proved that the product had been adequately tested.

### Provisions of Order

The order provides:

*Good Housekeeping* seals of approval cannot be used on foods, drugs, cosmetics or devices "*unless and until the product* concerning which such representation (of tests or approval) is made *has, in fact, been adequately and thoroughly tested* in such a manner as to assure, at the time such product is sold to the consuming public, the quality, nature and properties of such product in relation to the intended usage thereof and the fulfillment of the claims made therefor in connection with the use of such insignia or representation."

*Good Housekeeping* cannot represent that any product advertised in the magazine, or using the seal, is guaranteed "*unless such guarantee is without limitation, or if limited, unless all limitations upon such guarantees are clearly, conspicuously and explicitly stated* in immediate conjunction with all such representations of guaranty." The same holds true for use of the guaranty-statement or seals in connection with advertisements in other periodicals.

*Good Housekeeping* cannot represent that all claims or representations made for any product advertised in the magazine are true "when any representation or claim contained in such advertisement is not in fact true."

The complaint was issued in August, 1939, and hearings were conducted over a period of more than a year. Issuance of the complaint resulted in a blast against FTC on the part of officials of Hearst Magazines, Inc., who charged the Commission was out to ruin advertising and who sought to organize a "holy war" on the part of advertisers against FTC.

Among the findings were the following points:

1—The magazine's guaranty system is misleading because it makes readers believe "that the guaranty of the respondent is an unlimited guaranty." This is particularly true, the findings continue, in view of the fact that the general guaranty is extensively publicized while the "true nature of the guaranty" is "more or less inconspicuously" placed on one page in the magazine. The former reason, said the findings, also make use of the guaranty statements in advertisements in other publications misleading.

2—Use of seals containing the words "tested and approved" were misleading, the findings stated, because, while tests were made, the "tests of foods, drugs and cosmetics generally were not sufficient to assure the fulfillment of the claims made for such products." The findings pointed out that only "recommended" seals were granted to meat products.

3—The use of various designs for shields, seals, etc. by different products, the findings said, are misleading and confuse the average reader because clear lines of demarcation are not made between various kinds of seals and the background they represent.

4—Representations made by the magazine to the effect that all advertising claims and representations appearing therein are misleading, the findings said, because testimony shows "that many of the advertisements appearing in *Good Housekeeping* magazine contain false, deceptive and misleading statements and representations with reference to the therapeutic value of medicinal preparations, the properties and effectiveness of cosmetic preparations and the purity of food products."

Observers of FTC procedure predicted that respondent's compliance order in the case (in the event the order is not appealed to the courts) will be infinitely more significant than the order itself. As usual in FTC procedure, the order commands respondent to file a written report of compliance with the Commission within 60 days after the order has been served. In many major cases, however, FTC has granted respondents additional time in which to change business practices and file reports.

The FTC earlier had issued a complaint charging O. R. Pieper Co., Milwaukee, with making misleading representation in the sale of coffee. The complaint alleges that the respondent's "Gargoyle" coffee was not greater in strength and flavor than other coffees and did not produce 12 more cups to the pound than did other brands as the Pieper Co. claimed in its radio, newspaper and other forms of advertising.

**WORLD SERIES BROADCASTS** this fall on MBS exclusively for the third successive year will again be sponsored by Gillette Safety Razor Co. [BROADCASTING, May 19] as J. P. Spang, Jr., president of the razor concern, pens the contract under the surveillance of baseball's high commissioner, Judge Kenesaw Mountain Landis, and Fred Weber, manager of MBS (rear).

## *CBS SHOWS BOOST IN GROSS INCOME*

HAVING announced consolidated net earnings of $5,006,633, or $2.91 per share, for the 1940 calendar year, according to its annual report issued March 31 [BROADCASTING, April 7], CBS and subsidiary companies on May 14 issued a profit and loss statement for the 53-week period ending March 29 which showed profit for the period of $5,309,672. No first quarter statement for 1941 has yet been issued.

Gross income from the sale of facilities, talent, lines, records etc. for the 53 weeks amounted to $53,824,250, from which was deducted time discounts, agency commissions, record returns, allowances and discounts of $15,618,985; operating expenses and cost of goods sold, $21,384,048; selling, general and administrative expenses, $8,022,365; interest, $73,821; depreciation and amortization, $783,111. Added was net miscellaneous income of $76,005, leaving profit before Federal income and excess profits taxes of $8,017,914.

Federal income taxes amounted to $2,114,911 and excess profits taxes to $593,331. The deduction of the $2,708,242 tax bill left a profit for the period of $5,309,672.

HERMAN RADNER, president of the Walkerville Brewery, Detroit, and chief owner of WIBM, Jackson, Mich., has applied to the FCC for a new 1,000-watt daytime station on 680 kc. in Dearborn, suburb of Detroit.

# Regulation Queries Offered in Canada

## Answers to Questions About Gladstone Murray Refused

By JAMES MONTAGNES

REFUSED a Parliamentary Committee on Broadcasting this session, individual members have tabled questions about the rumor circulated in Ottawa and radio circles that an executive committee has taken over the duties of Gladstone Murray, general manager of Canadian Broadcasting Corp.

Rumors in the industry include a report that Gladstone Murray is to be transferred to an administrative post in the Royal Canadian Air Force, that he is to be left only programs and public relations and that he being replaced by Dr. Augustin Frigon, assistant general manager.

### Ten Questions

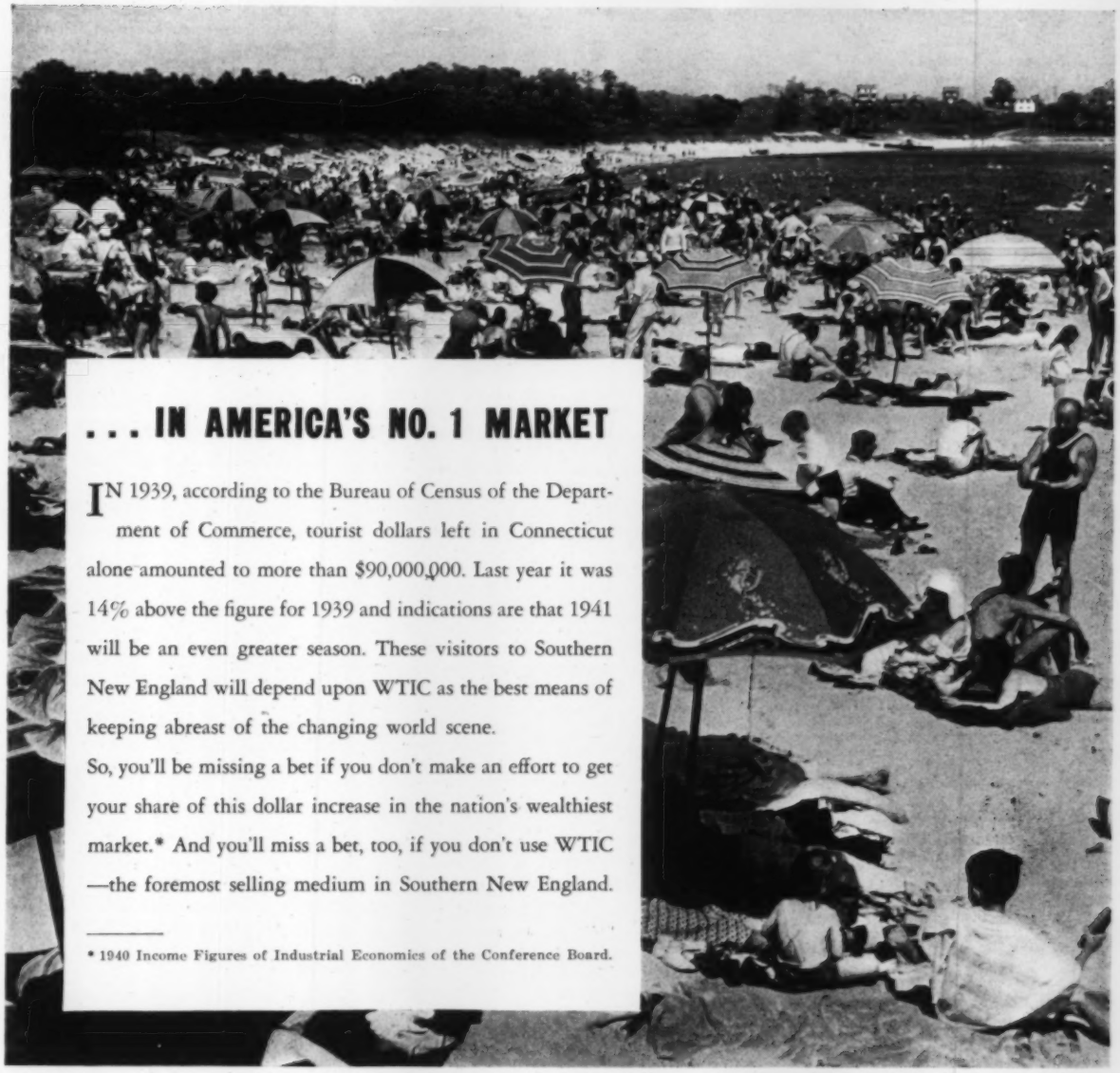
Questions tabled in the House of Commons by M. J. Coldwell, leader of the Cooperative Commonwealth Federation (Socialist) party in Parliament, include (1) What is the reason for the transfer of the CBC assistant general manager from Montreal to Ottawa? (2) What are Dr. Frigon's present duties? (3) To whom is Dr. Frigon directly responsible? (4) What are the functions of the CBC general manager? (5) Have any amendments been made to CBC by-laws or are any contemplated? (6) what changes in the CBC constitution do such amendments, if any, make. (7) Has any new member been appointed to the CBC board of governors? if so who? (8) What salaries were paid to the CBC general manager and assistant general manager respectively last year? (9) Has any change in their salaries been made recently or is one contemplated, and if so, what is the nature of the change? (10) Were either or both these officials entitled to a stipulated expense allowance last year, in addition to salary, and if so, how much for each allowance?

The questions, tabled May 14, have not as yet been answered. Just when Munitions & Supply Minister C. D. Howe, who retains control of radio broadcasting although it comes under the Transport Ministry, will answer the questions has not yet been announced.

## C-P-P Vel Plans

COLGATE - PALMOLIVE - PEET Co., Jersey City, has appointed Ward Wheelock Co., New York, to handle Vel. Product is a chemical detergent in granulated form used for dish washing and general household work, and is said to have many advantages over soap. Competing product on the market is Dreft, manufactured by Procter & Gamble Co., Cincinnati. Plans said to include radio are now being formulated.

# 100 MILLION EXTRA DOLLARS TO SHARE...



## . . . IN AMERICA'S NO. 1 MARKET

IN 1939, according to the Bureau of Census of the Department of Commerce, tourist dollars left in Connecticut alone amounted to more than $90,000,000. Last year it was 14% above the figure for 1939 and indications are that 1941 will be an even greater season. These visitors to Southern New England will depend upon WTIC as the best means of keeping abreast of the changing world scene.

So, you'll be missing a bet if you don't make an effort to get your share of this dollar increase in the nation's wealthiest market.* And you'll miss a bet, too, if you don't use WTIC —the foremost selling medium in Southern New England.

* 1940 Income Figures of Industrial Economics of the Conference Board.

*Photograph courtesy Connecticut Development Commission*

WTIC
US 1
50,000 WATTS

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

*The Travelers Broadcasting Service Corporation*
*Member of NBC Network and Yankee Network*

*Representatives:* WEED & COMPANY, New York, Chicago, Detroit, San Francisco

# Harris Is Successor to Rauh, Hilmer Is Promoted by FCC

### Law Department Is Completed With Appointment Of Young Federal Attorneys to Fill Posts

COMPLETION of its law department roster was effected by the FCC May 21 with appointment of Thomas E. Harris, lawyer in the office of Solicitor General Francis Biddle, as senior assistant general counsel, succeeding Joseph L. Rauh Jr., and the promotion of Lucien A. Hilmer as assistant general counsel in charge of the broadcast division of the law department.

Mr. Rauh, who has been with the FCC for just a year, was primarily responsible for legal drafting of the controverted Network Monopoly Report and regulations. He resigned May 19 to join the legal staff of the Lease-Lend Administration, having deferred this move pending issuance of the monopoly regulations. He won the plaudits of Chairman Fly for his work at the FCC.

#### Active Career

Mr. Harris, new assistant general counsel, will work directly under General Counsel Telford Taylor and presumably will take over litigation, handled by Mr. Rauh. He was born in Little Rock and reached his 29th birthday May 25. Virtually all of the recent FCC legal department appointees have been under 30.

Mr. Hilmer

Mr. Harris

Mr. Harris is an honor graduate of Columbia Law School, in the class of 1934. He was appointed law secretary to Supreme Court Justice Harlan Fiske Stone upon graduation and served for a year. From 1936 to 1937 he was with a Washington law firm. From 1937 to 1939 he was employed by the lands division of the Department of Justice, specializing in appellate work, and was assistant chief of the appellate section for six months.

In 1939 Mr. Harris became a member of the Solicitor General's office, and made numerous appearances before the Federal Circuit Court of Appeals and five appearances before the Supreme Court. He was on a vacation in Mexico at the time his appointment was announced, and expected to report for his new duties May 26.

Mr. Hilmer joined the FCC in July, 1940 and became chief of the Broadcast Section of the law department under Assistant General Counsel George B. Porter, who resigned last fall. He has been acting head since. A native of New York, Mr. Hilmer is 33 and was graduated from Williams College in 1928, and Harvard Law School in 1931. From 1931 to 1935 Mr. Hilmer engaged in private practice of law in New York City. He was appointed assistant counsel of the Senate Committee on Interstate Commerce during the railroad finance investigation in 1935, and in 1938 was named associate counsel, serving in that capacity until his appointment to the FCC. He had been in charge of the New York office of the Senate Committee under Chairman Wheeler (D-Mont.).

Mr. Rauh, 30, has had a long career as a Government attorney. A native of Cincinnati, he was graduated from Harvard magna cum laude in 1932, and from the law school in 1935 with highest honors. From 1930 to 1936 he was a member of the legal staff of SEC. In 1936 he became law secretary to Associate Justice Benjamin N. Cardozo, serving until the Justice's death in 1938.

From July, 1938 until January, 1939, he was on the legal staff of the National Power Policy Committee, and then became secretary to Associate Justice Felix Frankfurter. In 1939 he joined the Wage & Hour Division of the Department of Labor as Assistant General Counsel, and on May 6 was named Assistant General Counsel of the FCC to succeed William C. Koplovitz.

#### Praise From Fly

On May 17, Mr. Rauh wrote FCC Chairman Fly that he had been anxious to take an active part in the defense program and that the Chairman had said he would not stand in his way.

"I have only one real regret in making this move," Mr. Rauh wrote. "Before leaving the Commission, I should have liked to see the chain broadcasting regulations upheld in the forum of public opinion and in the courts, as I feel confident that they shall be. I should have liked to see them become an integral part of the structure of radio broadcasting in this country. The Chain Broadcasting Report and regulations constitute, to my mind, the most forward-looking step toward the safeguarding of freedom of speech that has been taken for many years. The opportunity of participating in the drafting of the Report and regulations as a member of the Commission's staff was one for which I am deeply grateful."

Chairman Fly, in accepting Mr. Rauh's resignation, said "his work has been of the highest order, his energies vast and his loyalty unfailing. All the Commissioners deeply regret the departure of so able a man." General Counsel Taylor commended the outstanding character of Mr. Rauh's work and said he could not "praise his abilities too highly. His energy, devotion to his duties, and unfailing good humor have marked his association with the law department, and we are all sorry to see him go."

JOSEPH L. RAUH JR.

## *NEW PLANTS BOOST ALUMINUM OUTPUT*

AN ADDITIONAL 100,000,000 pounds of aluminum yearly starting about August of this year will be available according to an announcement by R. S. Reynolds, president of the Reynolds Metals Co., for years a leader in the aluminum fabricating field, that successful production of the metal has been started in Muscle Shoals, the first of a series of new plants built by the company.

The Reynolds company is new in the field of aluminum production—a field heretofore occupied exclusively by the Aluminum Company of America, it was stated. To finance new factories at Lister, Ala., which will have an annual maximum capacity of 40,000 pounds, and at Longview, Wash., which will produce 60,000 when running at capacity, the company mortgaged 18 of its fabricating factories to borrow from the RFC for the new venture.

Mr. Reynolds stressed that even though Government-owned factories could step up production to 300,000 pounds, or triple the new production capacity of his factories, the total aluminum production in United States would fall far short of the one billion tons the Axis could produce in lands under its domination. Asked for an estimate of the amount now produced by the Aluminum Company of America, Mr. Reynolds said about 412,000,000 pounds in 1940, "but they are probably producing more than that rate now", and he expressed "alarm" at the overall production, and stressed that it was time for the Government to step in to provide for more productive capacity.

## Foreign Tongue Series Of Considerable Value, Chairman Fly Asserts

FCC Chairman James Lawrence Fly believes that foreign language programs are of "considerable value" and should not be discontinued. Mr. Fly made the statement in reply to a "national group" which urged that foreign language programs not "be ruled off the air without further consideration".

"I believe it would be a serious mistake for either the Government or the broadcast stations to take any action at this time to discontinue or curtail them," Mr. Fly wrote. "It seems clear to me that any persons who are bringing pressure on stations to discontinue all foreign language programs are pursuing a shortsighted policy and should not be encouraged."

The Commission in an accompanying statement pointed out that it has been conducting an extensible survey of such broadcasts. Each licensee, the statement said, has the initial responsibility under the law for the selection of program material, and foreign language broadcasts are subject to the same considerations that govern general broadcasting.

## Miles Labs Will Revive 'Lum & Abner' Sketches

MILES LABS., Elkhart, Ind., on May 26 will start *Lum & Abner* in a quarter-hour comedy sketch four times a week on seven Pacific NBC-Red stations. Program, heard on Mondays, Tuesdays, Thursdays, and Fridays at 7:15-7:30 p.m., PST, will advertise Alka-Seltzer and One-a-Day Vitamins. Agency is Wade Adv. Agency, Chicago.

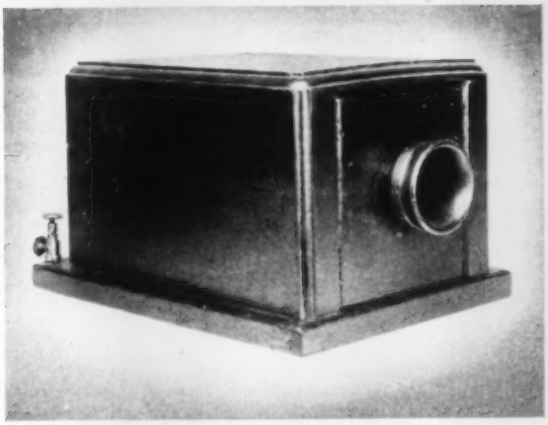
On May 12 Miles started for 52 weeks *Alka-Seltzer News* featuring Glenn Hardy on 31 Don Lee network stations, seven days weekly 10-10:15 a.m. (PST). Firm formerly sponsored this program twice-weekly plus a five-time quarter-hour program *Our Friendly Neighbors* on that network. Additional newscasts were signed upon ending of contract for latter series. Associated Adv. Agency, Los Angeles, has the account.

## Panel on Radio Writing Is Planned in New York

A RADIO WRITERS PANEL will be included in the sessions of the Fourth American Writers Congress, to be held June 6-8 at the Hotel Commodore, New York, under auspices of the League of American Writers.

Speakers, not yet announced, will discuss the following issues: Current trends in radio; the negro in radio; ASCAP-BMI music on the air; progressive trends in radio; a permanent radio writers committee in the League; progress and prospects of the Radio Writers Guild; the Fall River ILGWU program; censorship on the air; during the juvenile writers panel on June 8, radio writing for children.

APPLICATION for a new local in Birmingham, 250 watts on 1340 kc. has been submitted to the FCC by George Johnston Jr., vice-president of Johnson Mfg. Co. and in the investment and loan business.



1877

1941

# "One Thing, However, Remains Unchanged"

"The first advertisement for the telephone appeared in May, 1877—a little four-page circular, headed simply and with Yankee brevity: 'The Telephone.' It announced that speech could be transmitted for a distance of twenty miles and then went on to point out, with complete candor and honesty, the shortcomings of those early telephone facilities by saying: 'Conversation can easily be carried on after slight practice and with the occasional repetition of a word or sentence. On first listening to the telephone, though the sound is perfectly audible, articulation seems indistinct, but after a few trials, the ear becomes accustomed to the peculiar sound and finds little difficulty in understanding the words.' It is doubtful if any advertisement ever told, with more complete frankness, the defects of its sponsor's product. Such candor won confidence and friends for the first telephone company. . . . Today research has improved the quality of speech, eliminated the factor of distance and brought the cost of service lower and lower. And today radio makes it possible for you to hear as well as read your telephone company's advertisements. One thing, however, remains unchanged. Your telephone company is still glad to tell you or show you anything about this business."

* * *

*Telephone lines carried these words over a national network on* The Telephone Hour *— a regular program heard each Monday at 8 P. M., E. D. S. T. Ever since the beginning of network transmission, the Bell Telephone System has co-operated with broadcasters to improve network facilities.*

# *Free & Peters Takes NAB Membership For Industry Unity, Protests High Dues*

DESPITE opposition in principle to the new associate membership project of NAB, Free & Peters, radio station representatives, has applied for associate membership, at $1,000 per year, in the interests of "industry solidarity", in view of existing conditions.

Mr. Free

In a letter to NAB President Neville Miller last week, James L. Free, senior partner, referred to lengthy correspondence during the past several months, in which he contended that the present scale of dues for associate membership "is relatively unfair and discriminatory to station representatives". He repeatedly had held that a station representative should not be asked to pay twice as much, but rather half as much, as a large equipment manufacturer or transcription company, for example.

**Refusal to Change**

Mr. Free's complaint had been brought to the attention of the NAB board, which declined to change the scale. He had pointed out that his company neither needed nor wanted an official exhibit at the annual NAB convention, which was the principal incentive offered associate members. No "selling" is done at a convention, he pointed out, since representatives regard stations as their employers —not customers. Neither Mr. Free nor his associate, H. Preston Peters, attended the NAB convention in St. Louis.

"We still feel, as strongly as ever", Mr. Free wrote, "that the present scale of dues is unfair to us. The stations we represent have largely agreed with our stand.

"However, you have presented our views to the NAB Board, which I understand has declined to change this scale. More strongly than anything else, we feel everyone connected with the broadcasting industry should stand together today in support of the work you are doing in NAB. Therefore, we wish to make application for associate membership in NAB, at $1,000 per year, as our contribution, which really is also an additional contribution from each of our stations, to industry solidarity and to the splendid work you are doing. If you will send me another application blank we will fill it in and return it promptly".

In his previous correspondence, Mr. Free had pointed out that there had been no pressure from any station to apply for associate membership and that the meat of his contention had been that if representatives were asked to pay $1,000 annually for associate membership, the transcription companies and equipment manufacturers, who have wares to sell at conventions to all stations, should pay $2,000 or $3,000 instead of the $500 stipend.

## Canada Radio Count

AN ACTUAL COUNT of the number of radio receivers in use in Canada will be made during June when Canada takes its eighth decennial census. In a special questionnaire to find out how Canadians live, detailed questions will be asked at every tenth dwelling. One of these questions will be if there is a radio receiver in the home. This sample to be taken throughout Canadian rural as well as urban regions will give an accurate count for the first time of the number of receivers in use in the Dominion. Other questions on this housing questionnaire deal with home ownership, house construction, use of electrical equipment and appliances, heating, plumbing, garage accommodation, house value and financing arrangements or rent paid, all questions which on compilation will be of value to radio advertisers, selling commodities for better living.

## New Bread Program

CONTINENTAL BAKING Co., New York (Wonder Bread) will replace Haven MacQuarrie's *Your Marriage Club* on 47 CBS stations with a half-hour dramatic program, *Maudie's Diary*. The former program will be replaced August 21, but on July 3 will be shifted from Saturdays at 8-8:30 p.m. to Thursdays at 7:30-8 p.m., and *Maudie's Diary* will go into the latter period. The new dramatic program will be adapted by Albert Miller from the magazine stories by Sarah and Graeme Lorimer. Agency is Ted Bates Inc., New York.

BARCLAY CRAIGHEAD, chairman of the Montana Unemployment Compensation Commission and 50% owner of KPFA, Helena, Mont., has an application pending before the FCC for a new Class IV station, 250 watts on 1500 kc., in Butte, Mont.

## WBAL Capital Bureau

ITS OWN Washington bureau will be set up by WBAL, Baltimore, with the inaugural next month of its 50,000-watt operation, according to Harold Burke, manager. Gene Robb, representing the Hearst promotional interests in Washington, and Hardy Burt, newsman, will maintain the bureau and broadcast a fifteen minute program entitled *This is Washington*, three times a week, direct from the House Radio Gallery.

## *APPEAL DATE SET IN BELO DECISION*

THE LONG PENDING Belo Corp. case growing out of employment contracts [BROADCASTING, Feb. 10, 17] will be heard May 28 before the U. S. Court of Appeals for the Fifth Circuit in New Orleans. The hearing is the result of an appeal by the Wage & Hour Division of the Department of Labor against the publishing company—owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the *Dallas Morning News*—after its petition for a restraining injunction had been denied by a Federal Court ruling on Feb. 4.

The Belo Corp. civil suit involves firms paying wages or salaries equaling or exceeding minimums required under the wage-hour law in pursuance of genuine employment contracts. A Federal judge held in denying the Government's restraining order last February, that such firms were complying with the wage-hour act regardless of methods of payment.

Col. Philip B. Fleming, Federal wage-hour administrator, in appealing the case, maintained that "This decision, if allowed to stand, would largely destroy Section 7 or the 40-hour week which has been doing so much to increase employment . . . the Federal Court's opinion inclines one to believe that it regarded our Act as a minimum wage law rather than a wage and hour law. It did hold it clear that the newspaper and radio station were in interstate commerce and covered by the Act."

**FIRST MEMBERS** of the staff of WOR, New York, to win checks from the station's Suggestion Committee for new ideas on how to improve WOR [BROADCASTING, May 5], are shown here receiving their rewards from J. R. Poppele, WOR chief engineer, representing the committee. Those whose ideas paid off for the semi-monthly checks of from $5 to $25 are (l to r): J. Arthur Diaz, station porter; Junumae Fallon of the recording department; Edna Boody and George Allen, both of sales promotion.

# Salute to ASCAP Ignored by WGRC

### Cisler Declines Free Time to 'Burdensome Monopoly'

HOLDING that "ASCAP wants more for its music than it is worth", WGRC, New Albany-Louisville, on May 18 announced to its audience that it would not carry the MBS salute observing the return of ASCAP music to that network.

ASCAP, the station said, is a business enterprise and makes a charge for its merchandise. "WGRC declines to give ASCAP free time to advertise its merchandise, while continuing to charge local advertisers for their radio advertising."

WGRC is headed by Steve Cisler, acting chairman of the permanent group of MBS affiliates opposed to the ASCAP contract, organized at the NAB convention in St. Louis May 14. This group expressed the belief that a canvass should be made of affiliated stations to ascertain whether "the ballot box wasn't stuffed" [BROADCASTING, May 19].

**'Not the Solution'**

WGRC told its audience that it had voted against acceptance of the MBS-ASCAP contract in the belief that it was not the solution of the "burdensome music monopoly problem that has beset the broadcasting industry for years". The announcement continued:

"WGRC has no quarrel with ASCAP or the value of its music. We decline to pay more than we think a program source is worth, and WGRC still feels ASCAP wants more for its music than it is worth.

"The only ASCAP music to be heard on WGRC will be through certain Mutual network programs that will be devoid of any promotion or self advertising for the organization ASCAP.

"Through the excellent music copyright sources of Broadcast Music, Associated Music Publishers, and SESAC, WGRC will continue to offer adequate and varied music."

## Beer Advertising

BEER ADVERTISING on the air since beer was legalized April 17, averaged about $908,000 a year, according to "Beer & Brewing in America," a booklet written by Warren M. Persons and published by the United Brewers Industrial Foundation. Estimating that the brewing industry has spent roughly $150,000,000 in the past eight years for advertising, the report shows that the major part of this sum has been about equally divided between daily newspapers, which got 28.5% of the advertising money, point of sale advertising, accounting for another 28.5%, and outdoor advertising, 27.6%. Magazines got 7.6%, radio 4.3% and weekly newspapers 3.5%.

JOHN KRACHTUS, Chicago music firm, during May joined SESAC as an affiliated organization.

## DISC EMPLOYMENT STUDY COMPLETED

THE SURVEY of the employment of union musicians by the recording industry, the sums expended for musical talent on electrical transcriptions and phonograph records, and the effect of distribution of these recordings on local employment of live musicians throughout the country has been completed and is ready for presentation to the annual convention of the American Federation of Musicians [BROADCASTING, March 17, April 14].

Ben Selvin, vice-president of Associated Music Publishers as well as a musician and an AFM member of long standing, conducted the study at the request of James C. Petrillo, AFM president, and will accompany Mr. Petrillo to the convention, to be held in Seattle the week of June 9, to present the report in person to the delegates.

Designed to give the union an accurate picture of the effects of recorded music on the employment of AFM members, the study is based on replies to questionnaires sent to manufacturers of records and transcriptions, to radio stations and to advertising agencies. The results, according to Mr. Selvin, show that the sum spent by the recording industry for musicians is "in the millions" and that it has increased greatly from year to year.

## Revival of 'Chautauqua' Theme of WLW Series

WELL-KNOWN "names" in the fields of entertainment, Government and music have been scheduled for the forthcoming series of Miami Valley Chautauqua programs, on WLW, Cincinnati, for eight successive Sundays during the summer, starting June 29. Among those featured will be the *Quiz Kids*, who will inaugurate the series, H. V. Kaltenborn, Martin Dies and John Charles Thomas.

All broadcasts will originate on the banks of the Ohio river near Franklin, O. Initiated by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, the series is an attempt by radio to revive the Chautauqua as a source of education and entertainment. First organized at Chautauqua Lake, N. Y., in 1874, the movement known by that name became an American tradition, reaching its peak activity 1905-1915.

## Joe A. West

JOE A. WEST, 24, junior announcer of KGO-KPO, San Francisco, died Thursday at the home of his father in San Mateo, Cal. West was a graduate of Washington State U and had been with the NBC stations for two years, starting in the mail messenger service and advancing through guest relations to the announcing staff. He is survived by his parents and his widow, Janet Dole West.

HERMAN RADNER, president of WIBM, Jackson, Mich., since 1933 and president of the Walkerville Brewery Ltd. in Ontario, has applied to the FCC for a daytime regional in Dearborn, Mich., 1,000 watts on 680 kc.


100% GATES—MEANS 100% SATISFACTION

YIPPEE!

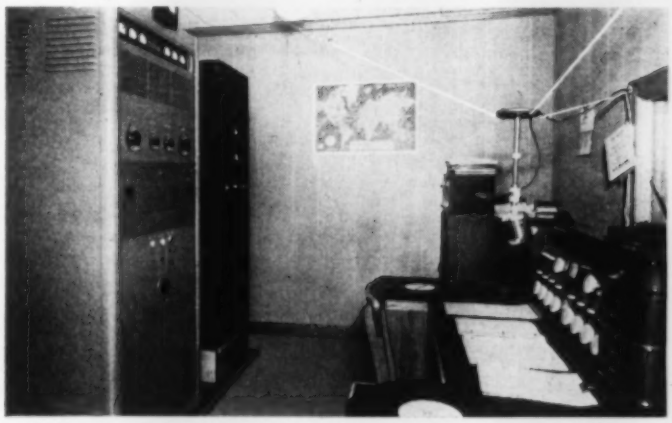
... lots of PEP for a 250-Watter!

*This Western Band is a 2-hour KPOW feature each Saturday night. During this 2-hour period they do not have sufficient time to acknowledge all of the requests that are received on previous programs. Mr. and Mrs. A. J. Meyer, owner-managers, are pictured at the microphone.*

KPOW-Powell, Wyoming, Goes

"The GATES AMERICAN WAY"

to greater coverage and low operating cost with GATES AMERICAN Studio and Transmitter Equipment



*It will pay you to consider Gates Transmitting and Studio equipment for your station—and to remember that recommendations by Gates engineers may help solve both your budget and performance problems. Inquiries are invited.*

Gates has provided the answer to stations who have limited budgets, yet desire first class equipment. The S251 Transmitter and the new Model 30 Console shown here, are part of the 100% Gates installation. The price of the S251 is lower than the costs you'd expect to pay for parts alone. Yet it is being used by more and more network and independent stations, proving that its performance is exceeding all demands. Operating on 1230 KC, full time, KPOW covers six counties in Wyoming and four counties in neighboring Montana. Says Mr. Albert J. Meyer, owner and manager: "We are actually selling time within a radius of 175 miles and are consistent in this territory. We think this is outstanding for a 250 watt station."

*Buying Today Will Avoid Delays Tomorrow*

FREE! The complete looseleaf Gates catalog of radio broadcasting equipment describing transmitters, speech equipment, remote apparatus, antenna tuning equipment, directional phasing equipment, limiting amplifiers and everything for the commercial broadcasting station. Yours for a request on your letterhead.

GATES

QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION

# The same program but... what a difference!

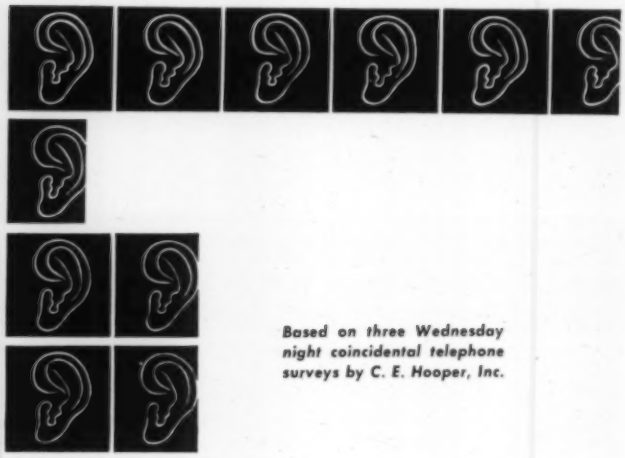
Every Wednesday at 8:30 P. M. if you live in New York you can tune in to the New York Pot O' Gold program sponsored by Tums and placed by Stack-Goble.
The same program, identical in every detail, is aired simultaneously over WMCA and two other independent stations in New York. Listeners have complete freedom of choice. There is no coercion, no special inducement—no difference in program. Did we say *no* difference? There *is* a difference, and a very important one: *the preference of listeners for a particular station.*

**56.5% were tuned in to WMCA**

**7.5% were tuned in to Station B**

**18.0% were tuned in to Station C**

**18.0% could not identify the station**



*Based on three Wednesday night coincidental telephone surveys by C. E. Hooper, Inc.*

Remember, the program was identical but *more than twice as many were hearing it over WMCA as over the other two combined.* It proves again how deeply entrenched the WMCA listening habit is. Are you taking advantage of it?
*America's Leading Independent Station*
First on New York's Dial ... 570

**wmca**

**NEW YORK:** WMCA BUILDING, 1657 BROADWAY • CHICAGO: VIRGIL REITER & CO., 360 N. MICHIGAN AVE.


## The Other Fellow's VIEWPOINT

EDITOR, BROADCASTING:

Before the American radio industry gets too upset over the recent FCC instructions, I would suggest that you, as the editor of a trade paper, investigate the system of radio network broadcasting used by the commercial stations in Australia, and let the American industry have some facts that will help them determine whether the FCC regulations contain a little bit of good with a great deal of evil.

I have had considerable to do with both forms of radio broadcasting and one point in my experience stands out strongly. Under the present American System, a majority of the stations in a network may desire to broadcast a certain type of program but because the executives of the network's New York offices have an established policy which opposes the said type of show, the feature cannot be broadcast.

In Australia, a Sydney station may develop a feature for a certain sponsor. This sponsor may decide to relay the program to some station in Melbourne. The sponsor has the choice of determining the Melbourne station that will carry his program, providing of course, that time is available. Thus, one Sydney station may originate several programs, each of which is relayed to a different station in Melbourne.

In Australia, the competition is between the several stations in that city. However, the Australian Government keeps the competition fair by forcing all stations in each city to broadcast with the same power.

Here in Los Angeles, for instance, the power of the stations run from 1,000 watts to 50,000 watts. Certainly a big national advertiser, under the present FCC rule, would select the 50,000-watt station. This would mean that the 50,000 watt station had a great advantage over all other stations. This certainly would be unfair competition.

If, on the other hand, all Los Angeles stations had the same power and approximate coverage, the business would then be obtained by the stations broadcasting programs that were attracting the greatest public interest. On this basis, an advertiser using a network of stations could select stations in each city that he felt were best capable of selling his product, rather than having to take a specified station in each city because of exclusive network contracts.

I am not attempting to suggest or recommend the new FCC regulations. I don't know enough about them to be qualified as an expert, but I do feel that in a general discussion of the problem, those on both sides would do well to study the Australian commercial system. From such a study, American radio might get some ideas that would be of value toward solving our own problems.

Cordially yours,
HOWARD C. BROWN,
Howard C. Brown Co.,
Hollywood, Cal.
May 9, 1941

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WILLIAM WINTER, news analyst formerly of WBT, Charlotte, N. C. has joined KSFO, San Francisco.

# Purely PROGRAMS

NEW TWIST to the quiz idea is *Grab Bag*, on WBAL, Baltimore, presented direct from the Hippodrome Theatre. Questions are selected before the program and $5 sent out before the program starts. If the sender can show three bottle of sponsor's product, he gets $10. On the stage is a huge grab-bag from which successful contestants dig for prizes. If the question is missed, $5 is placed in a jackpot which already has $25 in it to be delivered in the form of a money-order to the person whose auto tag number has been selected from a huge barrel on the stage, which contains every number in Maryland.

* * *

### Unrecorded History

TO RESCUE stories of historical events which are fading from memory—eyewitness accounts as well as tales told by grandfathers and community patriarchs, NBC-Blue is presenting a series of quarter-hour *Hidden History* dramatizations in cooperation with the Library of Congress. Prominent speakers as H. V. Kaltenborn, NBC news analyst, or Alexander Woollcott introduce the programs and at the close of each drama ask listeners to send in any helpful information on the material dramatized.

* * *

### Tales From Abroad

INTERVIEWS with persons who have just returned from England will be featured on *True Stories From Britain*, 13-week series to start May 26 on WMCA, New York, under auspices of the British War Relief Society. Merrill Denison, author and commentator, is m.c. of the programs, which will feature recordings of war sounds from Britain released by the BBC as authentic on-the-scenes recordings from the English battle front.

* * *

### Of Draftees and Draft Boards

OFFICIALS of State Selective Service headquarters discuss vital problems of interest to draftees, their families, local draft board members and clerks, and all others affected by the administration of the Selective Service System, on WJJD, Chicago. Programs are being transcribed for distribution to other Illinois stations.

* * *

### The Well-Dressed Alaskan

WHAT THE well-dressed Alaska women are wearing and news of the New York styles feature *Polly Goes Shopping* conducted on KINY, Juneau, Alaska, by Polly Clark, formerly in concert and light opera productions in New York, now a resident in Alaska.

* * *

### Styles and Bargains

LATE news of styles and bargains and interviews with average shoppers and various members of the department store staff are being released five times weekly in a new series, *Let's Go Shopping*, on KFRC, San Francisco.

### Men vs. Women

A QUIZ SHOW with a snapper to it, whereby teams of men and women are pitted against each other and the men are asked questions, the answers of which are best known to women and vice versa, is *Maybe You Know* on KQW, San Jose, Cal. Participants are from neighboring towns. The series is sponsored by Meyenberg Milk Products Co., San Francisco.

* * *

### Recap of News

FOR THE BENEFIT of later tuners-in, John Potter, newscaster of KROW, Oakland, Cal., recently introduced a new feature on his 7.30 a.m. news program. He recapitulates headline stories just prior to the sign-off. Lead stories of the first five minutes are condensed to include all the important features.

* * *

### Homes for Pets

HOMES FOR PETS of all kinds whose owners can no longer take care of them, and at the same time offering pets to listeners who can take care of them, is the purpose of *Pet Exchange*, sponsored by the S. E. Mighton Co., Bedford, O. dog food manufacturer, on WCLE, Cleveland.

* * *

### Mother's Greetings

WOMEN who have sons in military training at Camp Shelby, Miss., were featured in a special Mother's Day two-way hookup, in which they exchanged greetings with their sons, on WLW, Cincinnati.

### Defense Stem

IN THESE DAYS of national emergency there arose a man in the House and asked leave to speak for one minute. The speaker asked whether there was any objection to the gentleman from Georgia (Rep. Gibson D-Ga.). The Congressional Record reads: "There was no objection."—Then with all the solemnity due of the place and occasion, Mr. Gibson began in measured tones. "Mr. Speaker, I do not know how many of you have an ear for good music and good quartet singing, but in my home town there is a quartet that has the honor, or dishonor, of having sung me into Congress. They are in Washington today and will sing over WMAL tonight. I invite any of you who like good quartet singing to tune in; and if you do not like them, I will pay you for your time."

SUBJECT of a double-page picture spread in the current (June) issue of *Click* Magazine, is WOR's comedy show, *Can You Top This?*, sponsored by the soft drink, "Par". The article is entitled "The Three Wise Men of Broadway", referring to the program's three gagsters, "Senator" Ford, Joe Laurie Jr. and Harry Hershfield.

LEI BEDECKED by J. E. (Ted) Campeau, CKLW, Windsor, Ont. manager, and evidently liking it is Mrs. Keith Inch of Detroit. The lei was sent to the station from Hawaii for presentation to a listener in CKLW's primary area when the station was recently saluted on the MBS *Hawaii Calls*. Mrs. Inch was chosen that lucky listener.

### New ABT Office

RUSS RENNAKER, of WBBM, Chicago, in a nationwide election has been selected to head the Associated Broadcast Technicians Unit of IBEW (AFL). The organization is comprised of engineers and technicians of 300 stations throughout the U. S. and Canada.

Mr. Rennaker is a member of the executive board of the ABTU Local 1220 in Chicago. National headquarters of the organization will be established in Washington, and Mr. Rennaker has resigned his position with WBBM to go to Washington.

### Sherlock for Groves

GROVE LABS., St. Louis (Bromo-Quinine), the first Sunday in October resumes *Adventures of Sherlock Holmes* on a split NBC-Red and Blue network. Contract is for 26 weeks. Program will again feature Basil Rathbone as Sherlock Holmes, and Nigel Bruce as Dr. Watson. Tom McKnight will produce and Edith Meiser will write the shows. Origination point will be Hollywood. Stations and broadcast time will be announced in the near future. Agency is Russel M. Seeds Co., Chicago.

### B-1 Spots on Five

B-1 BEVERAGE Co., St. Louis (soft drinks), during the months of May and June is running a series of 30 and 50-word announcements on five stations as follows: KSD, St. Louis, 22 announcements monthly; WIL, St. Louis, 27 announcements monthly; KELO, Sioux Falls, S. D., 26 announcements monthly; KMBC and KCMO, Kansas City, Mo., 28 announcements weekly. Agency is Ruthrauff & Ryan, Chicago.

### 'Claudia' for Kate

GENERAL FOODS Corp., New York (Grape Nuts), starting June 6 will include the dramatic sketch *Claudia* on the CBS *Kate Smith Hour*, Fridays, 8:8:55 p.m. On July 4, the latter program will be replaced for the summer by *Claudia* which will be heard at 8-8:30 p.m. Agency is Young & Rubicam, New York.

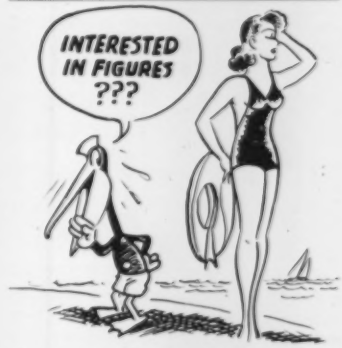

*Sales Management*

shows Asheville as a Preferred-City for June . . . with an increase of 25% over the sales-income status for June, 1940.

Ranking 13th in the nation in percent of increase . . this is the spot for BUSINESS!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.






**Pinellas County has more people per square mile than any other county of Florida. Following figures show number of people per square mile:**

| | |
|---|---|
| U. S. A. | 41.3 |
| Florida | 26.8 |
| Pinellas Co. (St. Petersburg) | 212.1 |
| Duval Co. (Jacksonville) | 198.9 |
| Hillsborough Co. (Tampa) | 148.2 |
| Dade Co. (Miami) | 70.8 |

*Pinellas County is only part of the Tampa Bay Area—the "Class A" market covered completely and economically by WTSP.*

**Added to this bargain—your advertising is absolutely free every day the sun fails to shine on. . . .**

WTSP
St. Petersburg TIMES Affiliate
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Radio Advertising Corp.
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# BROADCASTING
and
## Broadcast Advertising

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J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL

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## Death by the Clock

THE DEBACLE of St. Louis is over—a smudged page in radio history. But the radio war has only just begun.

Hearings open May 31 before the Senate Interstate Commerce Committee on the White Resolution to thwart the *Sudden Death* onslaught of the FCC's majority on its controverted monopoly regulations. Meanwhile, the clock is running out on the 90-day stay of execution given network radio under the May 3 rules.

The White Resolution hearings are important. FCC Chairman James Lawrence Fly, a skillful and disarming advocate, probably will be the first witness. He will paint a pretty picture. And high-sounding phrases about "monopoly" and "rolling in riches" on a Government franchise will win over a number of his 21 Senatorial auditors—until they hear the other side.

It is more than an industry flight; the public's entertainment, relaxation, leisure and enlightenment are at stake. The public, we predict, will not remain inarticulate. It is inconceivable that the whole fabric of American radio should be remade and demoralized by a Government agency—a creature of Congress—unless that Congress mandates it. In democracy the people speak through their representatives in Congress—not through one man or five men who evidently are enraged and blinded because some have the audacity to oppose them.

But broadcasters should not delude themselves into believing the whole battle can be won during the White hearings. Already there are signs of an Anti-Trust Division crack-down participated in by Chairman Fly. Assistant Attorney General Thurman Arnold is a past-master at litigation by press release. Don't be surprised if there is an "announcement" of an impending all-encompassing anti-trust suit against the Sarnoffs and the Paleys, with Neville Miller joined in, alleging all sorts of dire conspiracies!

Moreover, don't be amazed if the FCC majority concocts a legal device by which it all but white-washes the newspaper-divorcement issue by attempting to restrict it only to FM-newspaper grants and permitting the standard broadcast licensees to ride!

Obviously the FCC strategy is to diversify its fire. The FCC majority would like to see the White proceedings get off on a "freedom-of the-air" issue, or some other exalted tangent. Meantime the 90-day-from-May 3 clock would be ticking away. By appeasing the newspaper-owned stations, the FCC minds figure a potent adversary would be removed in the monopoly fight. That divorcement issue can be taken in its stride later.

This is no mere speculation. There is factual basis for all of it. Every broadcaster must realize that he can't "let George do it". There must be a plan, and it must be pressed. Today the play is in Congress. Tomorrow it may be a move toward regulation by Consent Decree.

There will be no tomorrow for Radio by the American Plan if the Fly-directed majority continues its stampede.

And the clock ticks on!

## Legal Shifts

INVECTIVE hurled at the FCC monopoly regulations has come from practically all industry sources. But not one word of criticism has been directed against the job of physical drafting of the report upon which those regulations were based. On the contrary, all concerned, mostly in private, have admitted it was a superb job of draftsmanship, and one, despite contentions of fallacy of fact, that would be difficult to combat legally.

Responsible for that job was Joseph L. Rauh Jr., senior assistant general counsel of the FCC for the last year, who has just resigned to join the Lease-Lend Administration on the defense program. A youth of 30, Joe Rauh was assigned a task and performed it with praiseworthy ability. Though we believe the FCC majority arrogated to itself powers it does not have and that its overall move, if invoked, will do the public a distinct disservice, we concede Joe Rauh's genius as a lawyer.

Two new top legal appointments have been made at the FCC under the general counselship of Telford Taylor, a bright and effective attorney in his own right. The FCC majority saw fit to promote a staff attorney in naming Lucien Hilmer assistant general counsel for broadcasting after more than a year of stewardship during which he has acquitted himself ably.

Selection of Thomas E. Harris, of the Solicitor General's Office, as Mr. Rauh's successor also falls in the merit category. Though under 30, Mr. Harris has had considerable appellate experience. His selection, while obviously based upon accomplishment, unquestionably was prompted in some measure by FCC visions of litigation to come.

## The RADIO BOOK SHELF

A NEW AND REVISED EDITION of the highly successful *Handbook of Broadcasting* by Waldo Abbot, director of broadcasting service and Associate Professor of Speech, U of Michigan, has just come off the press [McGraw-Hill Book Co., New York, $3.50 second edition]. The handbook, which has been used in over 57 universities since it was first published in 1937, is a complete guide of broadcasting not only for students and teachers of speech and broadcasting, but also for those in the radio profession, as well as for listeners.

The book presents instructive material on all phases, except the engineering, of the planning, writing, production and performance of radio programs, and on commercial, educational, vocational and other aspects of radio broadcasting. The book is fundamentally a textbook compiled from material and experiences in 11 years of teaching radio and from problems people have met up with in the field. Withal Prof. Abbot intends the book merely for foundation study and fully realizes that in the final analysis, actual station experience is most essential.

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FRED BATE, NBC London correspondent, is the latest of the radio newsmen to write a book. He has agreed to write of his experiences in war-torn England for Farrar & Rinehart, under the title *Fred Bate Speaking*, the familiar phrase he uses when coming on the air. Bate returned to England several weeks ago after coming to this country to recuperate from a bombing, and is back on the air.

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A VOLUME containing several articles on the general subject, "Radio's Role in Society, and What It Could Contribute to People's Personality and Cultural Level", has been published by Office of Radio Research, New York, in collaboration with the Institute for Social Research. The book is an outgrowth of about 50 factual studies which the ORR had made. It can be obtained by sending $1 to Mr. Wm. Sallock, 344 E. 17th St., New York City.

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CURRENTLY being issued by the Office of Price Administration and Civilian Supply's Consumer Division is a bi-monthly booklet designed to furnish information about supplies and prices of food, clothing, shelter, home furnishings, and other articles of consumer expenditure in order to assist consumers in making the best use of commodities, to enable them to understand the adjustments which are now taking place as a result of the defense effort, and point out types of cooperation which will be necessary in order that the flow of goods to defense industries and to home may go on smoothly.

## "For Good or Evil"

THE following is from the *New York Times*:

BERLIN, May 17—For the first time the press announced today that a "traitor" had been executed for regularly having listened to foreign news broadcasts and distributed defamatory hand bills containing news reports he had heard on them.

The man executed was Johann Wild, 49, who had been convicted by a special court in Tuernberg-Fuerth.

This is the seventh announced Nazi sentence of radio listeners since Rudolf Hess flew from Germany to Scotland on May 10.

In Nazi Europe they "regulate" listeners too.

# We Pay Our Respects To —

RICHARD MARVIN

IF RICHARD MARVIN, radio director of William Esty & Co., were to make a guest appearance on Mutual's *Where Are You From?*, he could give that program's diction-detective one of his toughest assignments to try to figure out Dick's home territory.

For Marvin Senior was a newspaperman with a traveling disposition and an account of Dick's boyhood would read more like a travelogue than a biography. From the time of his birth, March 18, 1904, in Everett, Wash., Dick was moved from place to place with such frequency that he seldom completed a full year in the same school.

While such a nomadic existence is not what the child guidance expert would recommend, in Dick's case it undoubtedly aided in developing talents that have won him recognition as one of the most astute showmen in radio. To keep from being an outsider with other children who had grown up together, he early developed a knack of making friends quickly and easily, which is probably as good a definition of showmanship as there is.

Dick's first acquaintance with dramatics came normally enough during his high-school days in Denver, when he took part in numerous amateur dramatic programs, finally achieving the title role in Gilbert and Sullivan's "Mikado." He also contributed an uncertain bass to the Glee Club, whose director was Wilberforce J. Whiteman, father of the illustrious Paul.

Summers, Dick worked in a music store, learning about public taste in music and musical instruments as well as about the instruments and tunes themselves. Continuing his dramatic-musical interests at Columbia, where he transferred after a year at Denver U, Dick was co-composer of the Varsity Show and also sold a couple of songs to Jack Mills.

Radio was a made-to-order magnet for young Marvin and when he got his first job in advertising, in 1926, as contact man and copywriter for Frank Presbrey, he spent most of his energy trying unsuccessfully to get the agency to start a radio department.

On the side he ran a radio column in *Judge* magazine, signing it "Merlin the Second." Finding his efforts unappreciated, Dick left the Presbrey agency and, by making an impassioned plea on radio to J. Walter Thompson Co., went to work there as a copywriter. But before long a "Merlin" column attacking a Chase & Sanborn program reminded his new employers that his main interest was radio.

So they sent him to their Montreal office with the job of creating and selling program ideas and then casting, directing and producing the programs. He put on four coast-to-coast shows and made hundreds of transcriptions for the agency's Canadian accounts, including Swift's meats and Rowntree's Chocolate.

In 1932 he was ordered back to the New York radio department, where he worked on the Chase & Sanborn, Pond's, Fleischmann, White Owl, Shell and Jergens programs. Sent to Chicago to build a broadcast series around Olsen & Johnson for Swift & Co., Marvin scored such a success that he remained in Chicago as radio director of the agency until the fall of 1938 when he returned to New York to take over his present post with William Esty & Co.

Dick's wide understanding of human nature stands him in good stead with his current crop of shows, which vary from the smartly sophisticated *Luncheon at the Waldorf* to the strictly corny *Uncle Ezra*. Both of these programs, incidentally, plug the same product, Camel cigarettes, and both do very satisfactory selling jobs. Other programs on the current Marvin production list are Xavier Cugat's Latin American music, the hillbilly classic *Grand Ole Opry*, comedy dramas *Blondie* and *Meet Mr. Meek*, and the audience participation show *Double or Nothing*.

Marvin, by the way, introduced the audience participation program to the networks. He'd been loafing through the South, recuperating from the strain of staging the all-star Nash Christmas party, a two-hour holiday show with talent galore, and presenting for the first time what has since become a radio tradition — Dickens' "Christmas Carol" with Lionel Barrymore as Scrooge.

He arrived in Houston to find the program director and station manager of a local station out on a street corner with a microphone interviewing passers-by. Vacation forgotten, Dick rushed back to Chicago with records of the show in his suitcase, sold the idea to John Reber, and that summer (1935) Jerry Belcher and Parks Johnson left Houston to act as summer replacement on the *Bakers' Broadcast* for Fleischmann Yeast — and to start a national craze that's still going strong.

An avid experimenter, Dick is justly proud of his ability to see a trend in the making and to exploit it for the benefit of a client, such as hiring Xavier Cugat and neatly tying in Camels with the current craze for Latin American music which, as Dick quickly foresaw, was bound to be an early result of the "hemisphere solidarity" campaign. But Marvin is different from many novelty-chasers in that he has a Scotch dislike for wasting money, even someone else's money.

With Dick radio is a full-time occupation and when he isn't working at it he's listening to it. His home in New Rochelle, which was built by the late Claire Briggs, noted cartoonist, boasts 14 radios and Dick swears that when he enters a room at night he turns on first the radio and then the light. Married to his high-school sweetheart, Margie Marr, Dick is the father of two sons, Dick, Jr., 10, and Fred, 9. His chief hobby is his collection of gags, comprising more than 500 volumes of jokes, which he thinks is one of the largest in the world.

Large in person, standing six-feet-two in his stocking feet and tipping the scale at a comfortable 200 pounds plus, Dick is given to gestures in proportion.

# Personal NOTES

WILLIAM A. SLOCUM Jr., CBS director of special events and sports, headquartering in New York, on May 19 married Ann Gillis, CBS Washington director of special events. The ceremony was performed in Montclair, N. J.

ALFRED J. McCOSKER, president of WOR, New York, and chairman of MBS, was re-elected chairman of the board of the Advertising Club of New York at the annual meeting recently.

GERARD C. McDERMOTT, director of the radio division of the National Research Bureau, has been elected vice-president in charge of all radio activities including transcriptions. Mr. McDermott was formerly commercial manager of WMAQ and WENR, Chicago.

WALLACE WALKER of the statistical department of MBS, last week won the Connecticut Outdoor Fencing championship.

E. P. H. JAMES, sales promotion manager of NBC-Blue, is back at his desk after a week's illness from a severe cold.

MAJOR GEN. JAMES G. HARBORD, chairman of the board of RCA, from May 24-26 was guest of honor at the graduation exercises of Kansas State Agricultural College, his alma mater.

DAVE BENNETT, who operated his own advertising agency in Chicago, on June 1 joins WJJD, Chicago, as local sales manager.

LEO B. TYSON, formerly KMPC, Beverly Hills, general manager, has joined NBC Hollywood talent sales department under Alex S. Robb.

HALSEY BARRETT, former salesman of WNEW, New York, and previously sales promotion manager of WOR, New York, has been named assistant sales manager of WHBI, Newark.

J. LEONARD REINSCH, general manager, and Bob Pollock, assistant production manager, of WSB, Atlanta, have been invited to join Digamma Kappa, honorary professional radio fraternity of the U. of Georgia.

G. A. (Dick) RICHARDS, president of WJR, WGAR and KMPC is on a three-week trip from his home in Beverly Hills to Detroit and Cleveland.

WEST W. WILLCOX, formerly program continuity director of WHOM, Jersey City, has been appointed to the new post of assistant manager. Succeeding him is Thurston S. Holmes, former assistant program manager.

EMMONS C. CARLSON, sales promotion manager of NBC, Chicago, has been elected to the board of directors of the Chicago Federated Advertising Club.

JULIO BARATA, chief of radio broadcasting in Brazil, was feted May 16 by David Sarnoff, executives of NBC and members of the Nelson Rockefeller Committee on National Defense, at New York's St. Regis Hotel.

CARL W. WINTHER joined the sales staff of KDON, Monterey, Cal.

KENT COOPER, general manager of Associated Press, New York, has composed a song "Dixie Girl", which had its premier May 15 on the NBC-Red *Cities Service Concert*.

RICHARD T. ALLEN, salesman of WIS, Columbia, S. C., for the last six years, has resigned to become retail sales manager of WTOC, Savannah, Ga.

NEVILLE MILLER, president of the NAB, on Wednesday, May 28, will address the Advertising Club of Baltimore on "Radio & National Defense".

## Gets Navy Post

LIEUT. PEYTON ANDERSON, president of the *Macon* (Ga.) *News* and *Telegraph*, has been appointed public relations officer of the Sixth Naval District stationed at Charleston, S. C. In his new capacity Lieut. Anderson will contact radio stations in the South on Navy news.

# BEHIND the MIKE

BILL RIEMER, WCOV, Montgomery, Ala., announcer, will marry Rebecca Rose Kern of Alabama, and has resigned his position to go into business with his father-in-law-to-be. Replacing him is Bob Garrett of Hollywood, Cal., will return to WCOV for the third time.

EDDIE KING, announcer of KGO-KPO, San Francisco, recently married Sally O'Connell, assistant buyer of Hale Bros. stores.

CHARLES NORWOOD, radio thespian, has joined the announcing staff of WGNY, Newburgh, N. Y. He replaces Gene Rubessa, who has been appointed to the announcing staff of WITH, Baltimore.

CLIVE E. DAVIS, formerly of KYW, Philadelphia, Pa., has joined the announcing staff of KYW, Philadelphia.

DON TOLLIVER, formerly of WTMV, E. St. Louis, Ill., has been added to the announcing staff of WOWO-WGL, Fort Wayne, Ind.

DON GRAHAM, formerly chief announcer of WHDH, Boston, has joined WFCI, Pawtucket, R. I., in a similar capacity. Jack Gibbons, recent Providence College graduate, Dave Brooks, formerly of WEAN, Providence, and Dave Adams, formerly in the NBC television dept., have been added to the WCFI announcing staff. Arthur Paquette, onetime director of music at WPRO, Providence, has been appointed musical director.

MAURICE WEBSTER, CBS Hollywood announcer, is the father of a boy born May 14.

BERNARD C. SCHOENFELD, chief of the radio section, OPM, has sold to BBC a 45-minute transcribed show entitled *Highways for Americans*. The program describes the resolution of the American people to defend themselves against anti-democratic forces.

FRANK BLAIR, production director of WOL, Washington, who is a licensed pilot with more than 125 hours to his credit, has purchased his first plane, a 1,300-pound Aeronca Super Chief.

HAL O'DONNELL, formerly of KVCV, Redding, Cal., has joined the announcing staff of KDON, Monterey, Cal.

JACK ELIASEN has been placed in charge of the Monterey Pier studios of KDON, Monterey, Cal.

ERWIN LEWIS, associate news editor of WLS, Chicago, on May 9 married Ruth Wilkin of Wilmette, Ill.

WALTER D. CORNING, assistant program director of WNOX, Knoxville, has been appointed station supervisor of patriotic programs.

WOODROW MAGNUSON has been named production manager of WHBF, Rock Island, Ill.; Paul Clark, formerly at Davenport, Ia., has joined the announcing staff; Millicent Polley has been appointed women's director of WHBF; and Van Patrick, former Texas Christian U. football star, is now sports director broadcasting all Moline Three-Eye League games.

R. MELVIN QUINN, formerly of WEEU, Reading, Pa., has been appointed staff announcer on WBAL, Baltimore.

DOUG HADLEY, staff announcer of WJPF, Herrin, Ill., has been appointed local sports announcer for the Hyde Park Breweries, St. Louis.

SANFORD SPILLMAN, announcer of KSFO, San Francisco, will enter the Naval air corps.

# Meet the LADIES

KAY HALLE

NO ONE at WGAR, Cleveland, is quite sure where Kay Halle, roving reporter, can be found. But there is never any concern, for in 18 months of broadcasting she has never missed a program. Her transcribed programs arrive by air express in time for her Saturday evening show, and chances are they'll arrive from any corner of the country. Kay came to the airlanes by way of newspapers where her newsy articles in the local papers caught the eye of John Patt, manager of WGAR. Since then she has attracted a large audience. Last fall she flew to South America, air-expressing her transcribed broadcasts from Mexico City, Buenos Aires, Lima and Santiago.

JACK CARLSON has been added to the announcing staff of KIT, Yakima, Wash.

POLLY SHEDLOVE MARTIN, WHN, New York, commentator, recently became the mother of an 8¼ pound boy.

La VERNE SHEDLOVE, formerly business and circulation manager of *Radio Showmanship* magazine and copywriter for D. S. Mason Adv. Agency, Minneapolis, has joined the radio section of OEM.

AIDAN FITZPATRICK, formerly announcer of KDKA, Pittsburgh, has joined WJPR, Greenville, Miss.

ARCH FARMER, night editor of the WBBM-CBS, Chicago, news room, is the father of a boy, born May 16.

DON WALKER, formerly of WILL, Urbana, Ill., has joined the announcing staff of WCBS, Springfield, Ill.

WATSON HUMPHREY, producer executive of the NBC-Red *Uncle Walter's Dog House* program, has been appointed producer of the new Brown & Williamson *College Humor* NBC-Red show.

NOEL B. GERSON, director of the talent division of WGN, Chicago, on June 2 enters the Army as aide to the assistant chief of staff in charge of intelligence at the Sixth Corps Area headquarters, Chicago.

TOM FLANAGAN, manager of the magazine division of CBS' public department, has taken over the wor of John Denson, supervising the staf and handling all copy produced fo daily newspaper and trade releases. Mr. Denson has resigned to join the Washington staff of *Time* magazine.

ROGER FORSTER, formerly an announcer with NBC in Washington and previously with WAIR, Winston-Salem, and WPTF, Raleigh, has joined WNEW, New York.

LEONARD SHREVE, formerly KDON, Monterey, Cal., has joine the production staff of KWJJ, Portland, Ore.

TOM LIVEZEY, formerly of WPEN Philadelphia, and WIBG, Glenside Pa., has joined the announcing staf of WEEU, Reading, Pa.

STANFORD LEWIS, formerly WFIL, and KYW, Philadelphia, ha joined the staff of WFPG, Atlantic City, as production chief.

ED NICKEL, MBS publicity assistant, married Miss Ruth Simbel New York May 16.

JOHN HURLEY, formerly a publicity assistant of New York Telephone Co., has joined the CBS publicity staf

MARK CONRAD, NBC Chicago staf violinist, has been inducted into the Army.

BRUCE DENNIS has been appointe special events director of WGN, Chicago, in addition to his duties as publicity director.

KEN BARTON, formerly of KHJ Los Angeles, has joined the announcing staff of WJJD, Chicago.

RALPH EDDY, formerly of WHIP Hammond, Ind., has joined the announcing staff of WGN, Chicago.

LARRY BLENHEIM, former newscaster of WOV, New York, and previously an announcer of WFAS, White Plains, has joined WHN, New York.

HENRY GLADSTONE, announcer WHN, New York, is the father of an eight-pound baby boy, Stephen Clay

BILL BRUCE, of the NBC Chicago guide staff, on May 19 underwent an appendectomy.

FRED KIRBY, formerly of WBT Charlotte, and WLW, Cincinnati, has joined the talent staff of WJJD, Chicago.

ROD MAYS, of CBS Hollywood production staff, is the father of a girl born May 15.

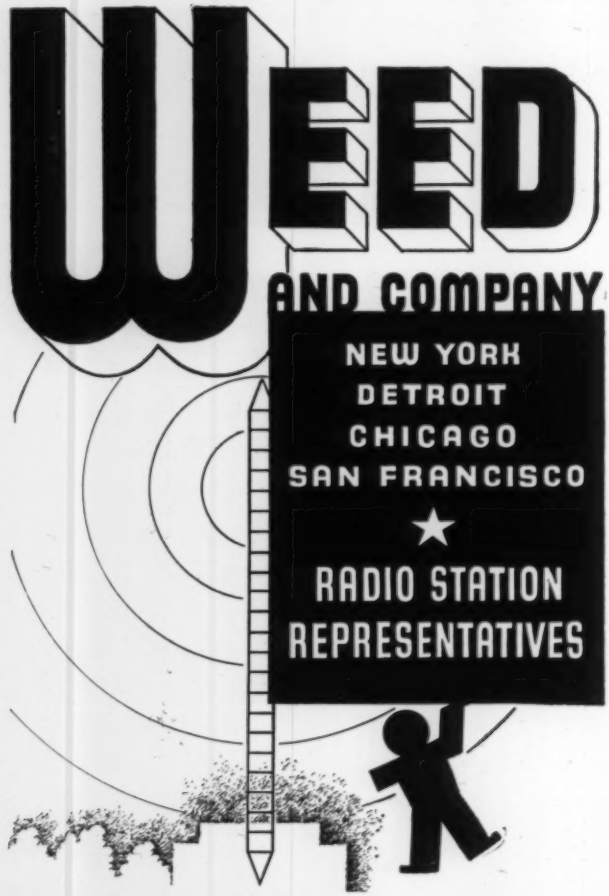
LUD GLUSKIN, CBS West Coast musical director, has been signed by Edward Small Productions, Hollywood, to direct and score music of the film, "International Lady".

MYRON MARKS, announcer-producer of WEED, Rocky Mount, N. C., has organized a radio drama guild to present adaptations of great plays and novels together with original radio plays.

EDDIE GALLAHER, sportscaster of WCCO, Minneapolis, has announced his engagement to Mary Remole, Minneapolis model.

CLIFF JOHNSON, formerly of KSOO, Sioux Falls, S. D., has joined the production staff of WBBM, Chicago.

ERSKINE JOHNSON, Hollywood radio commentator, is the father of a boy born May 11.

WOC for Tri-Cities
DAVENPORT • ROCK ISLAND • MOLINE
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

# AGENCY Appointments

RED CHIEF INDUSTRIES, Chicago (patriotic button emblems), to Henry J. Handelsman Jr. Inc., Chicago. Plans are being made for a test campaign on 10 stations.

LESLIE DELMEGE, with Cleveland and Detroit advertising agencies for several years and formerly with the sales promotion department of the Borden Co., New York, has joined the Charles J. Pettinger Co., Indianapolis, as account executive.

U.S.A. PUBLISHERS, Chicago, to First United Broadcasters, same city. Will use radio to promote new monthly magazine, *Our Country*.

WHITE KITCHEN CANNING Co., New Orleans (barbecue sauce), to Bauerlein Inc., New Orleans. Using radio and newspapers.

S. & W. FINE FOODS Inc., San Francisco, to Samuel C. Croot Co., N. Y.

PEPSI-COLA Co. of Canada, Montreal (soft drinks), to J. Walter Thompson Co., Montreal.

AMERICAN ACADEMY OF ACCOUNTANCY, Chicago (school), to First United Broadcasters, same city. On May 12 started a test campaign of thrice-weekly five-minute programs on KFEL, Denver.

UNIVERSAL COCA PRODUCTS Corp., Chicago (Soup's On, soup mix), to H. H. Teplitz Adv. Agency, Chicago. Radio plans indefinite at present.

LIME COLA Co., Los Angeles (beverage), to Cesana & Assoc., Hollywood. Currently using a 13-week thrice-weekly quarter-hour transcribed dramatic serial on 9 Pacific Coast stations.

PHOTO MASTER Co., Desplaines, Ill. (Rolls camera), to First United Broadcasters, Chicago. During week of May 19 started a test campaign of daily announcements on WIBC, Indianapolis, Ind., and WIBA, Madison, Wis.

## Pall Mall Spots

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall cigarettes), a subsidiary of American Tobacco Co., is concentrating a heavy schedule of one-minute transcribed announcements in three major markets. A total of 550 announcements are heard every day on the following stations, varying in frequency for each station: In New York on WABC, WOR, WINS, WMCA, WHN, WNEW; in Chicago on WGN, WBBM, WCFL, WAAF, WJJD, and WIND (Gary, Ind.); in Pittsburgh on KDKA, KQV, WJAS, and WCAE. Announcements are sound reproductions of defense equipment in action, followed by a "modern design" commercial. Ruthrauff & Ryan, New York, is agency.

NILA MACK, producer of the *March of Games*, CBS junior quiz program broadcast each Sunday, has announced defense savings stamps instead of cash will be used as prizes on the program.

MACHINE GUNS for words and bullets—In modern warfare it's the war of words as well as bullets, and WSM, Nashville, now airs two regular shows each week from Army encampments. This picture was taken at Camp Jackson, Columbia, S. C. Seated behind the machine gun mike is Leon Leake, now in the Army, formerly of NBC, New York. Behind the machine gun is Jack Stapp. WSM program director, and in front, directing the fire, is Ottis Devine, dean of WSM announcers.

## Flamm to Testify

Donald Flamm, former owner of WMCA, New York, and Emile Z. Weinberg, New York broker, have been ordered to testify before trial May 26 in New York Supreme Court in connection with the suit ($117,500 against Flamm and $21,250 against Weinberg) brought by A. J. Jacoby last March [BROADCASTING, March 31]. Plaintiff claims he was hired by Flamm to find a purchaser for WMCA while working as co-broker with Weinberg, that he found a potential buyer a year later and received no commission. Also claimed is that he secured Edward J. Noble, the actual purchaser, who paid $850,000 for the station, and that he should receive half of the $42,500 commission paid Weinberg for that deal.

## Lime Cola Series

LIME COLA Co., Los Angeles (beverages), new to radio, has recently made complete revision in its radio plans. Contemplated program, *Kids of the Week*, which was scheduled for release on 11 NBC Pacific-Blue network stations until format similarity to NBC *Quiz Kids* sponsored by Miles Labs (Alka Seltzer), caused series to become a controversial issue, has been completely shelved. Instead firm is currently using thrice-weekly the transcribed quarter-hour feature, *Captain Danger*, on 9 Pacific Coast stations (KGB KPMC KDB KMJ KFBK KROW KALE KOL KGDM). Contract is for 13 weeks. Placed as a test campaign, show will be given national coverage if successful. Cesana & Assoc., Hollywood, has the account.

## Noxzema in Canada

NOXZEMA CHEMICAL Co. of Canada, Toronto (skin cream), has started one-minute summer announcements five times a week on 10 Canadian stations: CHSJ CKCO CFAC CJOR CFCY CKAC CFCF CHRC CKCK CFRB. Agency is Ruthrauff & Ryan, New York.

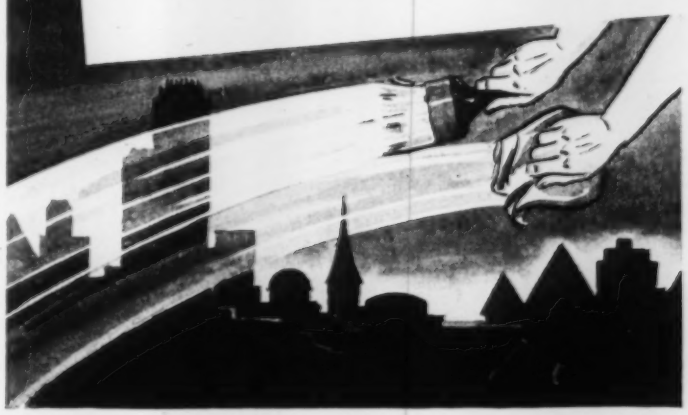

TO THE
Paint
AND
WAX
INDUSTRY

Many thanks for
giving us
200% more of
your advertising
than you give to the
next most prominent
Chicago Station.

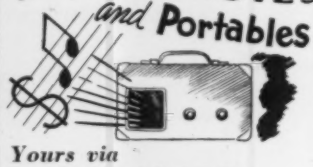
—☆—

When you wish to reach progressive people
USE
WMAQ
50,000 WATTS, 670 Kc.
CHICAGO, ILLINOIS
IT PAYS

Represented Nationally by NBC Spot Offices in
NEW YORK, CHICAGO, BOSTON, WASHINGTON, CLEVELAND, DENVER
SAN FRANCISCO, and HOLLYWOOD



DOLLAR NOTES and Portables



Yours via
WMUR
MANCHESTER
The One Station Covering
NEW HAMPSHIRE'S
million and a half summer population
Represented by
International Radio Sales
R. C. Foster in Boston
NBC BLUE NETWORK

KFDM
THE PAYOFF
STATION
LOCATED IN THE VERY HEART OF
TEXAS' BOOMING GULF COAST
INDUSTRIAL AREA
KFDM BEAUMONT
NBC BLUE 560 KC
FULL TIME 1000 WATTS
Represented By
HOWARD H. WILSON COMPANY

WFMJ
Youngstown's
Favorite
Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE NBC RED NETWORK

# Radio Advertisers

O'KEEFE'S BEVERAGES, Toronto (soft drinks) on June 2 starts a series of spot and flash announcements six days weekly for the summer on six Ontario stations. Account was placed by A. McKim Ltd., Toronto.

CANADIAN OIL COMPANIES, Montreal (White Rose gasoline) have started singing spot announcements on 25 Canadian stations. Account was placed by McConnell Eastman & Co., Montreal.

GUTTA PERCHA & RUBBER, Toronto (tires), in June starts a series of cooperative dealer spot announcements on CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CKRN, Rouyn, Que.; and CFCH, North Bay, Ont. Account was placed by A. McKim Ltd., Toronto.

WEST COAST SOAP Co., Oakland, Cal. (Powow) recently renewed for 13 weeks its participating programs in the *Home Forum* Tuesdays and Thursdays on KGO, San Francisco. Agency is Brisacher, Davis & Staff, San Francisco.

PAUL F. BEICH CANDY Co., Bloomington, Ill. (Whiz candy bar) on May 19 started a 13-week schedule of six-weekly transcribed announcements on WBBM, Chicago. Agency is Merry-Hanly Co., Chicago.

STEELE-WEDELES Co., Chicago (Savoy Coffee) on May 19 renewed for 13 weeks its thrice-weekly quarter-hour *Marriage License Bureau Romances* on WGN, same city. Program features remote control interviews direct from the bureau of couples applying for licenses. Agency is Erwin, Wasey & Co., Chicago.

I. MAGNIN & Co., San Francisco (women's wear) recently started a spot campaign, using ten stations in the San Francisco Bay area. Agency is Erwin, Wasey & Co., San Francisco. The station list: KSFO, KPO, KGO, KJBS, KYA, KSAN, KROW, KLS, KLX, KRE.

REGAL AMBER BREWING Co., San Francisco (Regal Pale Beer) currently sponsoring *Regal Amblings with Herb Caen*, on KPO, in mid-May started an additional six-month announcement campaign on eight Northern and Central California stations. Agency is M. E. Harlan Adv., San Francisco. The station list: KFBK, KMJ, KWG, KERN, KSFO, KIEM, KVCV, KQW.

W. P. FULLER & Co., San Francisco (paints) is conducting a chain break campaign May 12-28 on six Western stations on behalf of special airplane prints, a new product. Agency is McCann-Erickson Adv., San Francisco. The station list: KHJ, KFRC, KOL, KALE, KHQ, KSL.

KAUFMAN FURS, Los Angeles (retail), new to radio, on May 19 started using for 13 weeks heavy participation in local radio. Campaign includes the five weekly quarter-hour programs, *Eddie Albright*, *Norma Young's Happy Homes*, and *Let's Play Bridge*, on KHJ, Los Angeles, as well as *Agnes White's California Kitchen*, *Mirandy's Garden Patch* and *Art Baker's Notebook* on KFI, that city. During July and August firm will start sponsoring spot announcements on KNX, KMPC, KFWB, and also daily participation in *Tom Stoddard's Bridge Club* on the latter station. Agency is Dan B. Miner Co., Los Angeles.

CHICAGO MOTOR CLUB on May 19 started five-weekly quarter-hour transcribed programs, titled *Musical Motorists*, on WJJD, Chicago. Contract is for 52 weeks. Agency is Aubrey, Moore & Wallace, Chicago.

**RECOGNIZE HIM?** The tall gent with mustache is Bob Trout, *Professor Quiz* announcer on CBS, who once called Charlotte, N. C., a "hick town." So they gave him a rural greeting recently when he flew in for an appearance. The WBT gang on hand included Royal Penny, sales manager, who hitches on the overalls; Bill Gernannt, *Professor Quiz* manager; Announcer Bill Bivens. Farm Editor Grady Cole, Bill Parker and Program Director Charles Crutchfield also were there.

FOLEY & CO., Chicago (Vita-Bilds, vitamin capsules), on May 1 started a 26-week schedule of thrice-weekly quarter-hour programs on WLS, Chicago. Agency is Lauesen & Salomon, same city.

CENTRAL GROCERS COOPERATIVE, Chicago, on May 19 started six-weekly quarter-our live talent programs, titled *Adventure Time*, on WIND, Gary, Ind. Contract is for 26 weeks. Agency is Wade Adv. Co., Chicago.

CHALLENGE CREAM & BUTTER ASSN., Los Angeles (dairy products) has renewed for 13 weeks its transcribed program *The American Challenge* on KPO, San Franscisco, Mondays, 7:30-8 p.m. (PST). Agency: Brisacher, Davis & Staff, Los Angeles.

SOUTHERN CAL. General Electric Dealers, Los Angeles, (refrigerators), on May 19 started sponsoring a thrice weekly quarter-hour program titled *They Say Today* on six Don Lee Southern California and Arizona network stations (KHJ KGB KDB KOY KFXM KXO) Monday, Wednesday, Friday, 5:15-5:30 p.m. (PST) with local rebroadcast 7:15-7:30 p.m. (PST). Contract is for 13 weeks. Contemporary public figures are impersonated by Patrick McGehan who cites their opinions on current situations. Series, edited by L. Harrison Wood, is written by Walter Guedel. Dan B. Miner Co., Los Angeles, has the account.

CHARLES A. STEVENS Co., Chicago (department store), on May 27 renewed for 13 weeks its weekly quarter-hour foreign news analysis by Clifton Utley on WGN, Chicago. Agency is Frances Hooper Co., Chicago.

MID-CONTINENT PEROLEUM Corp., Tulsa (Diamond D-X gas), on May 19 started six-weekly quarter-hour news programs on KDTH, Dubuque, Ia. Contract is for 13 weeks. Agency is R. J. Potts & Co., Kansas City.

FORD DEALERS of Southern California, Los Angeles, on may 26 started sponsoring *Bob Garred Reporting*, quarter-hour newscast on KNX, Hollywood, using one day and one night program weekly. Contract is for 13 weeks. Agency is McCann-Erickson, Los Angeles.

PLANTERS NUT & CHOCOLATE Co., San Francisco, on May 26 started participation for five minutes five times weekly in *Bob Garred Reporting*, on KNX, Hollywood. Contract is for 52 weeks. Firm also sponsors *What's on Your Mind*, on 11 CBS stations, Monday, 8:30-9 p.m. (PST). Agency is Raymond R. Morgan Co., Hollywood.

GAFFERS & SATTLER, Los Angeles (gas ranges), on May 23 started sponsoring for the third consecutive season on KFWB, Hollywood, the five-weekly half-hour program broadcasting racing results. Milton Weinberg Adv. Co., Los Angeles, has the account.

I. LEWIS CIGAR Co., Newark, on June 5 will take over sponsorship of John B. Kennedy's Thursday news broadcasts on WNEW, New York, in the interests of Seidenberg cigars. The 7:30-7:45 p.m. program is sponsored Wednesdays and Fridays by Crawford Clothes Co., New York, and is heard sustaining Mondays and Tuesdays. Lewis agency is Lewis & Tokar, Newark.

## Yankee-Colonial Promote By-lines of Newspapers

AN EXTENSIVE CAMPAIGN by the *Boston Herald-Traveler* to personalize by-line names already familiar to hundreds of thousands of New England readers, went into effect May 19 under direction of Linus Travers, vice-president in charge of sales and production of Yankee-Colonial. Four transcribed station breaks each day, six days a week, will tell the story of men behind the by-lines.

Contracts for the merchandising campaign were signed May 16 by Robert B. Choate, assistant general manager of the *Herald-Traveler*, and by Mr. Travers, representing WNAC and the Yankee-Colonial Network. Alley & Richards, Boston has the account.

ARE ALASKANS DIFFERENT?
Emphatically No! Alaskans enjoy every modern facility and luxury known to residents of continental United States!
WHAT DO ALASKANS BUY?
Everything! Ask any national concern that is capitalizing on the rich Alaskan market. And remember that Mr. Alaskan's buying power is FIVE times that of the average U. S. consumer.
HOW DO YOU REACH ALASKA'S RICH MARKET?
That's an easy one! Alaskans stay tuned to:
1000 watts KFAR 610 kc.
Seattle Rep. • G. A. Wellington • 1011 American Bank Bldg.

# Agencies

DAVID TAYLOR, salesman and special events announcer of WSJS, Winston-Salem, N. C., and before that at WBIG, Greensboro, N. C., has been appointed assistant to E. J. Sperry, radio director of the W. E. Long Co., Chicago.

WM. C. STANNARD, account executive of J. Walter Thompson Co., Montreal, has been elected president of the Advertising & Sales Executives Club of Montreal.

WILLARD B. WYNN, formerly in newspaper promotion work, has joined The Mayers Co., Los Angeles, as account executive.

BURTON BROWNE, manager and account executive of Burton Browne Inc., Chicago, is the father of a daughter, Belinda Ann, born May 6.

WILLIAM B. BRIGGS, copywriter, formerly of Buchanan & Co., New York, has joined Weiss & Geller, New York.

JOHN HOOLEY, formerly in charge of radio publicity for Ruthrauff & Ryan, New York, has joined the production department of WNEW, New York.

JOHN P. COHANE, formerly manager of Lord & Thomas, Dayton, has joined Sherman K. Ellis & Co., Chicago.

GLEN JOCELYN, copy director of Sherman K. Ellis & Co., New York, has been elected a director and vice-president in charge of copy. Hubert Townsend, art director, has been elected a director of the agency and vice-president in charge of art. George Croll has been appoined art director and Arthur Eaton, copy director.

KIRBY TORRANCE, prominent Northwest advertising executive, has been placed in charge of the newly-opened branch office in Seattle of Ross Roy Inc., Detroit agency. Alfred L. Goldblatt has also been named to the Seattle staff. Offices are in the White-Henry-Stuart Bldg.

DONALD MYERS, radio engineer, has been added to the engineering staff of WIBG, Glenside, Pa.

CHET PETERSEN Adv., Los Angeles, previously reported as discontinued, was done so in name only and continues to operate at same address, 815 S. Hill St., under title, Hollywood Associate Producers, with Chet Petersen manager. Petersen is currently on an extended Eastern business trip.

C. WENDEL MUENCH & Co., Chicago, has moved its offices to 520 N. Michigan Ave. Telephone, Whitehall 7717.

## Bates Transfers

BENNET BATES, vice-president of Erwin-Wasey & Co., New York, on June 1 will join Brown & Thomas Adv. Corp. as vice-president. Mr. Bates was formerly copy executive at Lord & Thomas and Lennen & Mitchell, New York.

### County's Campaign

SUSSEX COUNTY Boosters Conference, Newton, N. J., on May 27 starts a four-week campaign on WOR, New York, chiefly to promote the county's attractions as a summer resort although its farm products and industrial sites will also be mentioned. Participating time on WOR's *All Time Hits* program will be used on Tuesday, Wednesday and Thursday. Business was placed direct.

## AGENCY IN ENGLAND
### 'Business as Usual', McCann-Erickson Visitor Says

"RAYMOND GRAM SWING'S *American Commentary* broadcast periodically throughout England by the BBC is among the most popular news commentary programs in England," stated R. W. St. Hill, manager of the London office of McCann-Erickson, who has been in the United States the past few weeks. Mr. St. Hill stated that McCann's London office was continuing under a business as usual policy "unless we are bombed out". Thirteen members of the staff are in the British armed forces, and four of these are with the RAF. Some of their clients, Mr. St. Hill explained, unable to produce consumer goods because of wartime production are continuing to advertise, however, with institutional campaigns.

Campbell Soup Co., Camden, (account directed in England by McCann-Erickson), unable to supply dealers because of transportation and exchange difficulties, has discontinued all of its British advertising.

## Ryan Heads Ad Club

WILLIAM B. RYAN, sales manager of KPO-KGO and the San Francisco office of NBC, was elected president of the San Francisco Advertising Club in mid-May. Unopposed, Ryan automatically stepped up from his position as first vice-president. He joined the San Francisco staff of NBC in 1937 following nine years with Foster & Kleiser, outdoor advertising firm.

Mr. Ryan

### Simonds to New York

LINCOLN P. SIMONDS, for two years with the Texas State Network in Texas, has been appointed eastern sales manager with New York headquarters at 285 Madison Ave. Telephone is Lexington 2-2450. Mr. Simonds was formerly with International Radio Sales and John Blair & Company.

RIGHTS of all Zane Grey novels for broadcast purposes have been secured by Music Corp. of America. Books will be rewritten in script form for live talent presentation or transcription, whichever prospective sponsor may choose. Each will have 13 half-hour episodes. For audition purposes, *Light of the Western Stars* has been transcribed.


ARIZONA'S FIRST STATION
First with Listeners
First on the Dial
KOY
CBS
550 KC.
PHOENIX
KOY carries more hours of network commercial than any other Arizona station.
JOHN BLAIR & COMPANY
Affiliate Station WLS Chicago



When you see this . . .

ONLY THEN YOU'LL SEE A LOWER COST THAN WTAM'S .000073 CENTS *per* FAMILY

There you have the *minimum* cost when it comes to time buying in the Cleveland market. Check it.

Divide the 15 minute daytime rate of each Cleveland Station by the number of radio homes each claims in its Primary area. WTAM's .000073 cents per family is the *minimum cost*. Then check the surveys for *actual listeners*. Again WTAM leads by a wide margin. That's why WTAM is *first choice* with time buyers from coast to coast.

WTAM
CLEVELAND-OHIO
50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

# THE Business OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WFIL, Philadelphia

Tru-Ade Bottling Co., Merchantville, N. J. (fruit beverage), 2 *sa* weekly, thru Wettlin Adv., Camden.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (George Washington smoking tobacco), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
American Dairy Assn., Chicago, 8 *sa*, 8 *ta*, weekly, thru Lord & Thomas, Chicago.
Gulf Oil Corp., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.
National Baking Services, Chicago (Hollywood bread), 5 *sa* weekly, thru Richard A. Foley, Philadelphia.
Washington State Apples, Wenatchee, Wash., 9 *sa* weeekly, thru J. Walter Thompson Co., San Francisco.
Packard Motor Car Co., Detroit, 5 *ta* weekly, thru Young & Rubicam, N. Y.
Seiberling Rubber Co., Akron (tires), 3 *sp* weekly, thru Meldrum & Fewsmith, Cleveland.
American Chicle Co., Long Island City, N. Y. (Chicklets), 5 *t* weekly, thru Badger, Browning & Hersey, N. Y.
Hurff's Soup Co., Swedesboro, N. J. (canned soups), 3 *ta* weekly, thru John Faulkner Arndt, Philadelphia.

### KHJ, Los Angeles

J. C. Eno Ltd., New York (proprietary), 4 *sp* weekly, thru Atherton & Currier, N. Y.
W. P. Fuller & Co., San Francisco (paint), 5 *sa* weekly, thru McCann-Erickson, San Francisco.
Healthaids Inc., Jersey City (Serutan), 3 *t* weekly, thru Ruthrauff & Ryan, N. Y.
Bond Stores, New York (men's clothing), 9 *sp* weekly, thru Neff-Rogow, N. Y.
Armand Co., Chicago (Brisk shaving cream), 3 *ta* weekly, thru Russel M. Seeds Co., Chicago.
Vitapep Products, Los Angeles (dog biscuits), 3 *sp* weekly, thru Davis & Pearson Adv. Agency, Los Angeles.

### WOWO-WGL, Fort Wayne

Fox Brewing Corp., Chicago, 26 *t*, thru Schwimmer & Scott, Chicago.
*Saturday Evening Post*, Philadelphia, 54 *ta*, thru BBDO, N. Y.
Procter & Gamble Co., Cincinnati (Chipso), 156 *sa*, thru Pedlar & Ryan, N. Y.
Marlin Firearms Co., New Haven (razor blades), 65 1-min. annc., thru Craven & Hedrick, N. Y.
Cemar Co., Chicago (Cemar Renew Kit), 13 *sa*, thru Lauesen & Salomon, Chicago.
Mohawk Bedding Co., Chicago (mattresses), 78 *ta*, thru Schwimmer & Scott, Chicago.

### KINY, Juneau, Alaska

Chicago, Milwaukee, St. Paul & Pacific Ry., Chicago, 6 *sa* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Libby, McNeill & Libby, Chicago (food products), 6 *sp* weekly, thru J. Walter Thompson Co., Chicago.
National Lead Co., San Francisco (paints), weekly *sp*, thru Erwin, Wasey & Co., San Francisco.
Alaska Steampship Co., Seattle, 6 *sp* weekly, direct.

### WQXR, New York

Stromberg-Carlson Telephone Mfg. Co., Rochester (radios), 2 *sp* weekly, 52 weeks, thru Stewart, Hanford & Casler, Rochester.
Packard Motor Co., Detroit, 14 *sa*, 2 weeks, thru Young & Rubicam, N. Y.
Joseph Martinson & Co., New York (coffee), 7 *sa* weekly, 39 weeks, thru Al Paul Lefton Co., N. Y.

### KGO, San Francisco

American Trust Co. San Francisco (home loans), *sp* weekly, thru Leon Livingston Adv. Agency, San Francisco.
RCA Mfg. Co., Camden (radio receivers), *t* weekly, direct.
Washington Cooperative Egg & Poultry Assn., Seattle, 2 *sa* weekly, thru Birchard Co., Seattle.

### KNX, Hollywood

Yellow Cab Co., Los Angeles (transportation), 6 *sp* weekly, thru Rufus Rhoades & Co., San Francisco.
Washington State Apple Growers, Seattle, 5 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Golden State Co., Los Angeles (dairy products), weekly *sp*, thru Ruthrauff & Ryan, Los Angeles.
Procter & Gamble Co., Cincinnati (Dash), 5 *t* weekly, thru Pedlar & Ryan, N. Y.
Security First National Bank, Los Angeles (investments), 2 *sa* weekly, thru Dana Jones Co., Los Angeles.
Paul J. Howard, Los Angeles (nursery), 2 *sp* weekly, thru Hixson-O'Donnell Adv., Los Angeles.

### KQW, San Jose, Cal.

Thomas A. Short Co., San Francisco (diesel engines), 6 *sa* weekly, direct.
Progressive Optical System, Fresno, Cal., 30 *sa* weekly, thru W. L. Gleeson & Co., Riverside, Cal.
Northwestern Yeast Co., Chicago (yeast), 3 *t* weekly, thru Hays MacFarland & Co., Chicago.
Princess Pat Ltd., Chicago (Liquid Liptone), 5 *sa* weekly, thru Frank R. Steel Associates, Chicago.
Olympic Brewing Co., Olympia, Wash. 3 *ta* weekly, thru Botsford, Constantine & Gardner, Seattle.

### KECA, Los Angeles

Western Home Furniture Co., Los Angeles (home furnishings), 3 *sp* weekly, thru Allied Adv. Agencies, Los Angeles.
Great Northern Railway Co., St. Paul (transportation), 2 *ta* weekly, thru Bronson West Adv., St. Paul.
Listenwalter & Gough, Los Angeles (Philco products), 3 *sp* weekly, thru Hutchins Adv. Co., Rochester, N. Y.

### KYW, Philadelphia

M & M Ltd., Newark (candy bars), 4 *sa* for 13 weeks, thru Lord & Thomas, N. Y.
Lever Bros., Cambridge (Silverdust), *sa* weekly, 13 weeks, thru BBDO, N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (George Washington smoking tobacco), 3 *sa* weekly, thru Wm. Esty & Co., N. Y.

### WGN, Chicago

Borden Co., New York City (cheeses), 6 *sp* weekly, 13 weeks, thru Young & Rubicam, N. Y.
American Chicle Co., Long Island (Adams Clove gum), 6 *t* weekly, 13 weeks, thru Badger & Browning & Hersey, N. Y.

### WLS, Chicago

Kerr Glass Mfg. Corp., Los Angeles (glass jars), 6 *sa* weekly, 8 weeks, thru Raymond Morgan Co., Los Angeles.
Packard Motor Car Co., Detroit, 14 *sa*, thru Young & Rubicam, N. Y.

### WCFL, Chicago

Oakland Chemical Co., New York (Dioxogen), 18 *ta* weekly, 13 weeks, thru Kleppner Co., N. Y.

### WKRC, Cincinnati

Gulf Oil Corp., Pittsburgh, 2 *t* weekly, thru Young & Rubicam, N. Y.

### WCAU, Philadelphia

Peter Paul Inc., Naugatuck, Conn. (Peter Paul Mounds, Pen-Crown Gum), 6 *sp* weekly, 26 weeks, thru Platt-Forbes, N. Y.
Procter & Gamble, Cincinnati (Duz), 6 *sa* weekly, thru Compton Adv., N. Y.
Gulf Refining Co., Pittsburgh, 3 *sa* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Lorr Labs., Paterson, N. J. (Dura Gloss nail polish), 2 *sa* weekly, 5 weeks, thru Kiesewetter Adv. Agency, N. Y.
Radbill Oil Co., Philadelphia (Renuzit cleaner), 10 *sa* weekly, 4 weeks, thru Harry Feigenbaum, Philadelphia.
Ten-B-Low Co., Columbus (ice cream freeze), 231 *sa*, 23 weeks, thru Ralph H. Jones Co., Cincinnati.
Swift & Co., Chicago (Sunbrite), 4 *sa* weekly, 10 weeks, thru Stack-Goble Adv. Agency, Chicago.
Pierce's Medicines, Buffalo, 2 *sa* weekly, 7 weeks, thru H. W. Kastor & Sons, Chicago.
Lever Bros., Cambridge, Mass. (Swan Soap), 6 *sp* weekly, 35 weeks, thru Young & Rubicam, N. Y.
Chris Hansen Labs., Little Falls, N. Y. (Junket), 5 *sa* weekly, 6 weeks, thru Mitchell-Faust Adv. Agency, Chicago.

### KFI, Los Angeles

Brock & Co., Los Angeles (jewelry), 3 *sa* weekly, thru Hixson-O'Donnell Adv. Agency, Los Angeles.
Great Northern Railway Co., St. Paul (transportation), 2 *ta* weekly thru Bronson West, Adv., St. Paul.
Packard Motor Car Co., Detroit, 6 *ta* weekly, thru Young & Rubicam, N. Y.
Kaufman Furs, Los Angeles (retail), 5 *sa* weekly, thru Dan B. Miner Co., Los Angeles.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 150 *ta*, thru Joseph Katz Adv. Co., Baltimore.

### KOA, Denver

Dr. Pepper Co., Dallas (beverages), weekly *t*, thru Benton & Bowles Inc., N. Y.
Ball Bros., Muncie, Ind. (glass jars), 3 *sa* weekly, thru Applegate Adv. Agency, Muncie, Ind.

### KARM, Fresno, Cal.

General Petroleum Co., Los Angeles, *sp* weekly, thru Smith & Drum, Los Angeles.
Roma Wine Co., Fresno, Cal., *ta* series thru Cesana & Associates, San Francisco.

### WABC, New York

Warren Norge Co., New York (Norge refrigerator distributors), 3 *sp* weekly, thru Moser & Cotins, N. Y.
Garden City Pub. Co., New York (*Business Encyclopedia*), 3 *sp* weekly, thru Huber Hoge & Sons, N. Y.

### WBBM, Chicago

General Foods, New York (Diamond Crystal salt), 4 *sa*, thru Benton & Bowles, New York.

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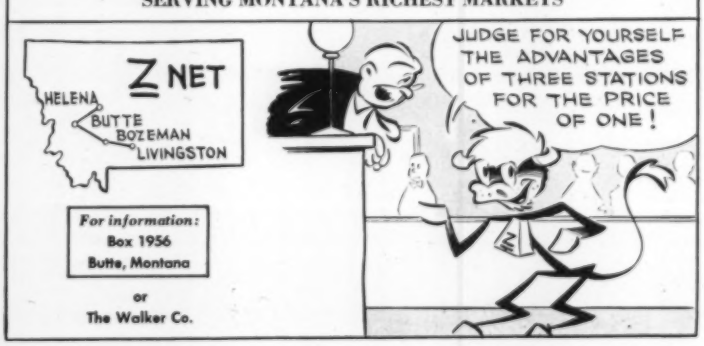
KJBS, San Francisco, was credited with accounts from William H. Wise Co., Simon & Schuster and Gardner Nurseries, in a listing on this page, April 28 issue. The station does not carry these accounts, it says. BROADCASTING regrets the error.


SERVING MONTANA'S RICHEST MARKETS




*For information:*
Box 1956
Butte, Montana
or
The Walker Co.


## BLUE'S RATE CARD REVEALS CHANGES

NBC-BLUE Rate Card 29, dated May 15, contains several innovations as well as the usual changes in station power, rates and affiliation. A map of the United States shows all Blue affiliates and is accompanied by market data for the networks coverage areas, daytime and evening. Another map, of Central and South America, shows principal cities below the Rio Grande and how they may be covered by NBC shortwave broadcasts, with or without local rebroadcasts on NBC's Latin American affiliates.

Among the changes since the last rate card, dated Feb. 1, are the elimination of the South Mountain Group, comprising KOB, Albuquerque, and KTSM, El Paso. KOB is now part of the Blue Mountain Group and KTSM one of the Pacific supplementaries. Stations added to the Basic Blue line-up include: WTRY, Troy, replacing WABY, Albany; WISH, Indianapolis; WING, Dayton; WIZE, Springfield, O. (bonus with WING); WWVA, Wheeling (bonus with KDKA until Oct. 1); KQV, Pittsburgh, and WCBM, Baltimore (both available Oct. 1); WMFF, Plattsburg, and WKIP, Poughkeepsie (bonus, formerly Basic Blue Supplementaries).

WORD, Spartanburg, S. C., has been added to the Blue Southeastern Group and WFEA, Manchester, N. H. dropped from the Basic Supplementaries list. KZRC, Cebu, P. I., and KZRH, Manila, P. I., have been added to the Overseas Group.

## California Drive

GLEN C. STATER Co., San Francisco (Hudson distributor) in cooperation with the Hudson factory currently has a disc announcement campaign on 19 California stations. Agency is Ad Service Co., San Francisco. The station list: KGO KFRC KQW KJBS KLX KRE KLS KTKC KGDM KSRO KHUB KDON KROY KIEM KOH KFBK KWG KMJ KARM.

## Sahara Coal Spots

SAHARA COAL CO., Chicago, the first week in June starts a 26-week schedule of weekly spot announcements on WLS, Chicago, WHO, Des Moines and KSD, St. Louis. Agency is Campbell & Reynolds, Chicago.

### Long Places Discs

W. E. LONG Co., Chicago agency, has completed another series of its *W. E. Long Transcribed Featurettes*, featuring William Puntenny, Hollywood whistler. Starting in June the new series of one-minute musical announcements will be used as follows: Warrissee Baking Co., Louisville (Town Talk bread), WAVE, Louisville, for four weeks; Gardners' Purity Bread, Madison, Wis., WIBA, same city, for six weeks; San Joaquin Baking Co., Modesto, Cal. (Betsy Ross bread), WTRB, Modesto, KWG, Stockton, for four weeks; Colvin's Bamby bread, Janesville, Wis., WCLO, same city, for six weeks; Pioneer Baking Co., Sacramento, Cal. (Old Home bread), KVCV, Redding, KHSL, Chico, KMYC, Cal., for four weeks; Cotton Baking Co., Shreveport, Alexandria and Baton Rouge, La. (Holsum bread), KRMD, Shreveport, KALB, Alexandria, WJBO, Baton Rouge, for four weeks. All transcriptions were cut by C. P. MacGregor, Hollywood.

# CBS Monopoly Statement

(*Continued from page 16*)

consequences of its act, the Commission argues that, by insisting upon high-power stations rendering a public service, it will prevent such concentration of commercial programs. But this it cannot do without boldly invading the field of program censorship and dictating what shall go on the air, thus destroying the freedom of radio.

Another very bad result of these new "regulations" well may be the formation of fly-by-night organizations which serve merely as brokers, buying connecting wire facilities only for the commercial programs they sell. Such time brokers, having none of the expenses of a real network, could, of course, cut rates to the advertiser and sell the audience of stations which the present networks have helped to build up through the broad and comprehensive service they render. These fly-by-night time brokers, having no permanent relationship with the stations or with the public, need feel no necessity for rendering real service; and, in selling one or two or three programs, perhaps for a single year or even a shorter period, they may well be little concerned with the quality and character of the programs they send out.

In the words of the minority report issued by the two members of the Commission who dissented from the adoption of these rules, "*the difficulty in clearing time on a national network would become an almost insurmountable task.*"

This is scarcely a pleasant or wholesome prospect for the country to contemplate, especially at a time like the present. Networks and local stations now can, and frequently do, clear commercial programs off the air to bring to the people discussion of important public issues or to keep the listening nation abreast of swiftly moving events of national or world-wide significance.

Is the Commission majority defying the very Administration whose appointees they are, an Administration frequently and publicly committed to the private competitive system of broadcasting?

### *Annual Scrambling Of Stations Likely*

Under Rule No. 3, the Commission would deny a license to any radio station which agrees to take the programs of a network for a period longer than 12 months.

Rule No. 3 says in effect: The Commission will take away the license of any station if that station tries to insure its audience and its existence as a network affiliate —or if it tries to insure a network of an outlet in its area—for more than 12 months at a time. The Commission will do this even though the station and the network may have two-, three- or five-year commitments for studio, talent, equipment and other broadcasting facilities.

The third of the new "regulations" lays the whole network business open to being shuffled and scrambled every year because the Commission says it will not license a station that agrees to affiliate itself with a network for more than one year.

This is thoroughly impracticable. Buildings have to be erected for more than one year. Costly studio construction has to be undertaken for more than one year; intricate and costly engineering installations cannot be charged off in a single year; rented space for offices, studios, news departments, and other facilities cannot be advantageously leased on a one-year basis. Outstanding features such as the Philharmonic-Symphony Orchestra must be arranged on other than a year-to-year basis. Organization of this kind can be maintained only on a long-time basis.

Under Rule No. 4, the Commission proposes to curtail the opportunity of an individual radio station to earmark a portion of its time for network programs.

Rule No. 4 says in effect: The Commission will take away the license of any station if that station agrees to give a network a firm option on any part of its broadcasting time, even though this may be the only practicable way in which the network can place nationally sponsored programs on the station.

The fourth of the new "regulations" would deprive a station of its license if it gives a network any call on its time. This is the arrangement commonly known in the industry as "option time."

Option time is the only method under which network broadcasting is practical. It has enabled the networks to perform the whole miracle of radio.

Under present arrangements, local stations, because of the audience attraction of the network programs, are enabled to sell time to local advertisers much more advantageously than they could otherwise. They are always free to displace a network program with any local sustaining public service program which they believe would be in the interest of their own communities. The networks do not even come near taking all of the time of the local station. It is a combination of nationwide network service supplemented by local service which gives the community its greatest value in radio service as a whole.

### *Affiliates Now May Reject Programs*

Under Rule No. 5, the Commission would deny a broadcasting license to any radio station which failed to reserve, in its contract with a network, the right to reject a network program.

Rule No. 5 implies: That the individual station does not now have this privilege. The fact is that any network affiliate has the right to reject any network program, if in its opinion the public interest would be served by such rejection.

Under Rule No. 6, the Commission would deny a license to any radio station belonging to a network organization which owns another station in the same area, or if other stations in the same area are not as strong in power or coverage as the network station.

Rule No. 6 says in effect: If there is a single strong radio broadcasting station in a community, able to give better service than smaller stations in the same area, and it belongs to a network, the Commission will cancel its license, unless it is disposed of to other interests. It also says that no network shall own two stations in the same area.

CBS owns seven stations and leases one out of a total of 122 on the Columbia network. It does *not* own two stations in any single area.

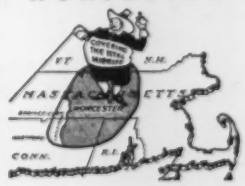
Yet this "regulation" threatens Columbia with the loss of one or more of its owned stations if any of those stations happen to be located in areas where, in the opinion of the Commission, other broadcasting stations are (in the language of the rule) "few" or of "unequal desirability."

It is a plain attempt to subordinate the public interest for the sake

**Holiday Feast? Not in the Central New England Market!**

No sir, this is a typical every day meal in Central New England. Yearly per capita food expenditures in the Market served by WTAG run better than 5% ahead of sections outside of New England. Central New England is a food market of real size, with more than a million people to feed. Many are the advertisers who know by experience that Central New England is reached through a single medium, WTAG.

**WTAG**
**WORCESTER**



**NBC BASIC RED & YANKEE NETWORKS**

EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVE

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY
*National Representatives of Radio Stations*

**WINSTON CHURCHILL**

WINS 447 TO 3 CONFIDENCE VOTE

The Life of This Outstanding Statesman Is Vividly Portrayed in . . . "Imperial Leader" . . .

*52 Transcribed Episodes for National or Regional Sales*

FOR INFORMATION WRITE OR WIRE

Kasper-Gordon Inc., 140 Boylston St., Boston . . or . . Howard C. Brown Co. 6418 Santa Monica Blvd., Hollywood

WABC
50,000 WATTS
NEW YORK
CBS

of discriminating against a network.

Why should ownership of a radio station by a network be bad? A network organization can obviously contribute much to the ability of any radio station to serve the area in which it is located. By its substantial investment in its owned stations, and by sharing with these stations, day by day, its network experience, physical facilities, and talent, Columbia is making a constant contribution to their effectiveness in serving the people of their local communities.

The stations owned by CBS have regularly been licensed and relicensed by the FCC through the years. The Commission has thus affirmed year after year in the case of each of these stations that it was operating in the public interest.

The networks went out and bought these stations in these particular markets for many reasons, one of which was that they offered a profitable investment. This is the same reason why R. H. Macy & Company and *The Chicago Tribune*, two dominating factors in the MBS —which has agitated against present orderly network arrangements in the hope of benefiting itself—built their businesses where they did. Macy's is one of America's dominant department stores. *The Chicago Tribune* is one of America's richest and most profitable newspapers.

Neither Macy's nor *The Chicago Tribune* is suggesting that it should be forced to give up something and thus operate less effectively in order to strengthen competition against itself.

In imposing these "regulations," the Commission also ignores the fact that it is possible for a network to own the only station in a locality and yet for the programs of a competing network to be heard equally well, throughout the area it serves, from other stations not actually in the same locality.

### *FCC Takes a Hand In Advertising Rates*

Under Rule No. 7, the FCC would refuse to license any radio station affiliated with a network organization having more than one network.

Rule No. 7: The seventh of the Commission's new "regulations" would make it impossible for one organization to own two networks.

Under Rule No. 8, the Commission evidently proposes to meddle with advertising rates, a threat as dangerous to the individual radio station as it is to the networks.

Rule No. 8 says in effect: The Commission will refuse a license to any station that agrees with a network as to the rates it will charge.

CBS does not have any agreement with its network affiliates relating to the rates which they shall charge other users of their time. We point out, however, that private contractual arrangements designed to prevent unfair competition are not necessarily undesirable. Moreover, if the Commission can do this there is no apparent limit to the extent to which it can control the whole financial structure of radio. Once let it control the economics of the industry, and its power over broadcasting will know no bounds.

In this connection it should be borne in mind that broadcasting is not a common carrier and that the public is no more concerned with its advertising rates than with the advertising rates of magazines and newspapers. It is competition among the many advertising media that keeps rates reasonable and fair to the advertiser. The broadcaster collects nothing from the public.

### *The False Charge Of Domination*

The Commission, in its report and elsewhere, makes continual reference to its desire to "free" radio broadcasting from "domination." It talks about "freeing" individual broadcasting stations from "network domination." By subtle suggestion, it even implies that perhaps the networks have a hidden desire to "dominate" the public; that they might at some time use radio to control the political future of the country.

Throughout its entire history radio has voluntarily shaped its course to the will of the public without the coercion of any Government agency. In doing so it has build a great structure which is serving the needs of a democracy in giving unbiased public information and unhampered public entertainment.

As early as 1930, CBS stated policies and standards to which programs were required to conform before they could be broadcast on the Columbia network. That we have seriously and conscientiously enforced these program policies and improved them over the years is demonstrated by the fact that we have rejected commercial programs which would have brought us millions of dollars in revenue, because these programs were not in conformity with our policies.

Years ago CBS gave definition to the phrase, "freedom of the air," as meaning "freedom for the people." We outlawed the exercise of any editorial persuasion or bias of our own, reserving only the right to take a position with respect to broadcasting itself, and even then committing ourselves to giving equal opportunity on the air to an opposing point of view. Today the entire broadcasting industry subscribes to these safeguards.

The suggestion that any group of American broadcasters might try to or be able to turn radio in this country into a tool for the use of any one political group is as ridiculous as it is unfair. If that ever happens here, it will happen only after the people allow a group of bureaucrats to weaken the free democratic system of broadcasting this country now enjoys, destroy its ability to serve the people, and perhaps, in the end, induce the Government to seize its facilities.

The implication that the individual radio station needs protection from the networks, needs to be "freed" from network domination is equally without support. The plain fact is that the networks need the individual stations too much to attempt any domination over them. The owners of local radio stations are not helpless weaklings compelled to do the networks' bidding and, as we have already pointed out, the whole association between network and station is voluntary on both sides.

### *Unbroken Record Of Free Competition*

Under the terms of that relationship, the network-affiliated station preserves its freedom to serve its community and greatly increases its ability to do so.

It is under no compulsion to take any non-commercial programs from the network. It chooses such non-commercial programs as it desires from the broad and varied services rendered to it by the network in many fields.

It can refuse to put on a network commercial program, if it has a local sustaining public service program which it believes would be more in the interest of its own community.

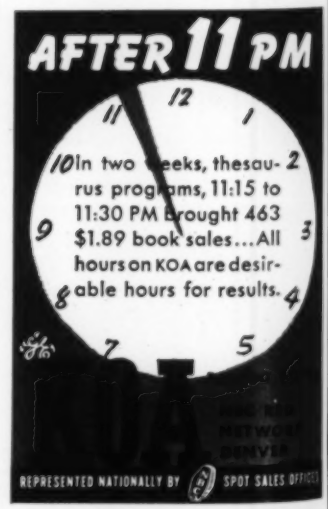
It can refuse to put on a network commercial program if it does not regard such a program as suitable for its community.

Pages of testimony presented before the Commission by the broadcasters and by IRNA show an unbroken record of wholesome and free cooperation between the networks and their affiliated stations. The record shows constantly improving service to increasing millions of America's listeners.

But what of the threat of Gov-

### Liked the Army

CHARLES BURGMAN, of the production staff of KDON, Monterey, Cal., who wrote and produced a series of 26 weekly programs which originated at Fort Ord, Cal. for the Don Lee network, is now a trainee. When the show went off the air for the summer because of Army maneuvers, Burgman enlisted.


AFTER 11 PM
In two weeks, thesaurus programs, 11:15 to 11:30 PM brought 463 $1.89 book sales... All hours on KOA are desirable hours for results.
REPRESENTED NATIONALLY BY SPOT SALES

*ernment* "domination"? That threat is real.

The powers now being seized by the Commission in adopting these new "regulations" are not a part of either the language or the spirit of our existing radio law.

If vital changes in that system are desirable, it is the function of Congress—not a Government bureau—to legislate changes in the radio structure, if, upon investigation, it finds them to be necessary. We welcome a Congressional investigation into broadcasting, at any time, but we oppose the arbitrary and unauthorized seizure of dictatorial powers over free American radio by a Commission.

If the Commission can say to a station: "We will not renew your license if you make certain arrangements with a network which we do not approve," the Commission can go further, and who knows that it will not end up by saying: "We will not renew your license if you carry certain types of programs which we do not happen to like."

If the Commission is permitted to exercise these powers, then broadcasters will inevitably become subservient to a little group of men in a Government bureau, who can put on the air—or keep off the air—what *they* want; not what the people want.

### *Heavy Competition Among the Networks*

These new "regulations" are not at all necessary to promote "competition." Wholesome competition exists today. It has always existed. The development of the Columbia network is an outstanding example. Columbia built its network largely through the orderly affiliation with it of stations already in existence. Many had been affiliated with one or the other of the NBC networks. By enterprise, ingenuity and risk, CBS built up a network which has competed successfully for listeners, for advertisers and for stations with the two networks of NBC.

They, too, in building their networks have competed with us for stations, for advertisers and for listeners. MBS has over the past two or three years also competed for stations. For example, station WCAE in Pittsburgh and station WNAC in Boston felt it more advantageous to affiliate with Mutual than with the Blue Network of NBC.

When Columbia started in the latter part of the 1920's, most of the high-powered stations were affiliated with NBC. There were, however, stations of lesser technical value available to carry Columbia programs. In planning its future, Columbia built upon the premise that what people listened to were programs, regardless of whether they came from 5,000-watt stations, 50,000-watt stations or 100-watt stations. It built for the stations affiliated with it the best programs which its creative ability and resources could produce. Ultimately, it attracted to itself enough listeners to make it advantageous for its advertisers to buy the facilities of these lower-powered stations and advantageous for stations of higher power to become affiliated with it.

**LAST-MINUTE WARNINGS** are being exchanged by these "travellers" just before the KNX, Hollywood, program, *All Aboard*, sponsored by Southern Pacific Co., Los Angeles, shoves off. Owners of smiles are (l to r). Arthur Gilmore, announcer; Don Belding, West Coast vice-president of Lord & Thomas; George Hanson, Southern Pacific general passenger agent; Art Baker, "conductor" or m.c. of the program.

This kind of competition goes on every day of the year between the network organizations. It is keen, honest, aggressive competition—American style.

The Commission majority in its attempt to build up new networks at the cost of existing ones fails to show how the public interest will be served in the process. The resulting networks, it would appear certain, will be so cramped and restricted in their hours of operation, in scope, in certainty of coverage, in balanced programming, and in resources, that network broadcasting will be set back a generation.

The whole reach and sweep of Columbia's worldwide, costly operation is made possible solely by our ability to do a large amount of business as a whole network, not as a piece of one. Had we been broken into one of a series of bits —as the Commission now seeks to break us—it would not have been possible for Columbia at the outbreak of World War II to appropriate nearly a half million dollars to cover this war for the American people.

### *FCC Interested in Source, Not Quality*

Nearly all listeners in the United States now have at all times a choice of more than one program. In many instances the choice may be among as many as 15 or 20. The listener is interested in the quality and content of the program and in his ability to receive it clearly. Competition carried to the absurdity of the Commission's new "regulations" will certainly detract from the former. Of course, it will do nothing for radio reception.

The new "regulations" indicate far less interest in program quality than in program source. A station might well lose its license because it broadcasts fine programs from one source, instead of poor programs from several sources.

Nowhere in the Commission's thinking is any responsibility placed on anyone to render a national service.

What all this means to the people themselves is not only a loss of radio entertainment but also a loss of liberty. Radio is now free, popular and profitable. When radio becomes unprofitable to the advertiser, radio will become unprofitable to the networks. When it becomes unprofitable to the networks, radio will no longer be able to afford to create the great entertainment and cultural service which it is now offering.

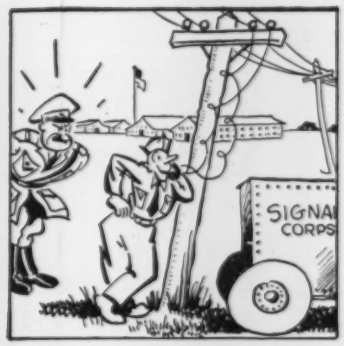
During the last year or more, radio has become increasingly important in our national defense program. Is this the time to throw communication difficulties in the way of the nation's leaders, when they need to advise and counsel with the people on the daily welfare of our country?

Radio in other lands has been destroyed as an instrumentality of a free people. It has been destroyed by governmental edicts—by bureaucratic fiat. And, wherever a free radio was destroyed, there went other freedoms. That must not happen here.

## DEDICATED TO ISMS
### But They're Patriotism and Americanism

DEDICATED to two "isms", Americanism and patriotism, KGNC, Amarillo, is presenting a series of five-minute programs featuring prominent local citizens who give their views and opinions on current affairs of the nations.

John Ballard, manager of KGNC, spoke on the inaugural broadcast stressing the need of unified citizenship to combat the subversive elements in America today and urging full support of all organizations combatting these erroneous principles. Summing up KGNC's policy, Mr. Ballard stated, "We too are 'sold American' and will always be 'sold American' . . . 100%".




*"All the ads say phone Burn-Smith for dope on WFDF Flint Michigan. Okay, what's the dope?"*

An $8 Hat Wins a $2 Prize!

Yes sir! One of the more than 500 entries in a sponsored 5-minute jingle contest over WCBM was a hat retailing at $8! The winner? Sure! Just like the station that "pulled" it!

PENNY FOR PENNY
COVERAGE BETTER THAN ANY!

★WCBM★

Baltimore's Mutual Affiliate
Beginning Oct. 1—NBC BLUE

IN ROCHESTER IT'S WHEC

BASIC CBS

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO
NBC RED NETWORK

# Merchandising & Promotion

**After the String—Soup Rodeo—For Travelers—White Space—Sauce From Arthur**

TO GIVE Standard Oil Co. a picture of how the sales promotion department of WDOD, Chattanooga, contacted 61 Esso dealers in the Chattanooga trade area on the "summer changeover" campaign, WDOD has prepared a brochure with snapshots and data on the personal calls made.

Each dealer was asked to sign his name as a "Knight of the String" pledging to see that his customers were urged to take advantage of the changeover, and given free string to tie around a customer's finger as a reminder. Cliff Bowers, WDOD sales promotion manager, made a 1,023-mile tour of the area to call on the dealers, whose names appear in the brochure.

* * *

### Song Contest

IN CONJUNCTION with the *Campbell Playhouse* sponsored by the Campbell Soup Co., KROD, El Paso, recently conducted a soup-eating contest for children between eight and 12 years of age. Based on the speed in consuming one standard size bowl of soup, cash prizes were awarded the winners. KROD broadcast the event.

* * *

### WMCA Publicity

FOLLOWING a personal survey trip by Leon Goldstein, publicity director of WMCA, New York, the station is planning a regular publicity and mat service to local daily and weekly newspapers in the expanded Mid-Atlantic area now covered by WMCA since its increase in power to 5,000 watts.


**HAS ANYBODY HERE SEEN KELLY (Ky.)?**

Yep—K-E-double L-Y! If you've ever seen this nounsy townsy, you know it's hardly *the* place to look for big business! In fact, all you need in Kentucky is the Louisville Trading Area—where 1,288,000 people spend *twice as much* as the rest of Kentucky combined! And all you need to tap this area's bulging pocket-book, is WAVE—the *only* N.B.C. Basic Red Network Station within 100 miles! Want the whole story?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives


### May Party

KSCJ, Sioux City, Ia., conducted a Miller May Day party for one of its sponsors, Miller Cereal Co. of Omaha. Elaborate ceremonies, attended by huge throngs, were opened by the Sioux City mayor who lit a large pile of empty cartons of Miller Cereal which had been purchased from customers as part of a program promotion stunt. Charles Sebastian, m.c., interviewed attending officials from the company's home office, as well as persons picked at random from the crowd and announced winners of prizes for those who had made the best May basket from empty Miller Cereal cartons.

* * *

### Texas Salud

MAILING PIECES calling attention to its market in the Southwest have been distributed by KROD, El Paso. Included in the folder is a map of the station's coverage, a list of outstanding CBS programs and a description of the local plant and staff. The brochure is headed with the word, "Salud", Spanish for "here's how". Idea is carried out on the next page with the following explanation: "In other words, 'Here's How' to reach a radio-isolated market effectively and economically." Mailing list included all agencies and potential buyers in the country.

* * *

### Tickets to the Game

SEARS ROEBUCK & Co., Tacoma, is sponsoring a half-hour weekly show titled *Batter Up* on KMO, that city. Questions concerning baseball are submitted by listeners. Those whose queries are accepted receive two tickets to a Tacoma Tiger ball game. Senders of questions which stump the board of experts receive a $2 merchandise order for the local store. Jerry Geehan, KMO sports announcer is m.c. Program was placed direct.

* * *

### WTAG Trailers

TEASER TRAILERS are being used by WTAG, Worcester, in over 20 theatres throughout Central New England to highlight WTAG programs and news. They are flashed on the screen during newsreels and "coming attractions". Theatres using the reels are class A houses in Worcester, Framingham, Fitchburg, Gardner, Uxbridge, Southbridge, Marlborough, Hudson, and Milford—having an estimated audience turnover of 200,000 weekly.

* * *

### Rodeo Stunt

TO HELP build up a following for the new children's program, *Buddy & His Gang*, on the new WFCI, Pawtucket, R. I., a tie-up was made with a rodeo that was coming to town to donate a pony and a saddle which the station offered to its audience for the best 50-word letter on "Why I Like a Rodeo". The program, conducted by W. Paul Oury, general manager of WFCI, has a 14-piece kiddies band and some 35 others participating.

### Milkman's Prize

SOME LUCKY listener to Stan Shaw's *Milkman's Matinee* program on WNEW, New York, will attain fame in the next few weeks, in view of the station's announcement that it will present on the air and entertain royally the person sending in the 250,000th request telegram to the program.

The WNEW statistical department counted up Stan's telegrams to date and the total was 249,000 messages, Using the present average of some 135 telegrams per night as a measuring gauge, they figured the 250,000th should arrive in a week or so.

* * *

### Tips to Tourists

TOURIST INFORMATION has been undertaken in a big way by KGNC, Amarillo. Manager John Ballard has issued thousands of invitation cards to hotels, tourist courts and auto clubs throughout the Panhandle, listing places of interest and inviting them to visit Amarillo. In addition, brief programs are being arranged addressed to motor tourists and passengers on trains passing through the Panhandle, welcoming them to Amarillo.

* * *

### Space for Station

CAPITALIZING on the purchase of a majority interest in the *Minneapolis Morning Tribune* by the *Minneapolis Star-Journal*, KSTP is now running the two-column, ten-inch ad that had been appearing in the *Star-Journal* in the *Tribune* also. Space has been devoted to plug features and list programs with sponsor mention. The tieup of KSTP with the newspapers for news program is publicized by both papers.

* * *

### Funds for Prison Piano

ENDEAVORING to raise funds for the purchase of a piano, WBAP, Fort Worth, is cooperating with the Texas State prison at Huntsville, in distributing copies of a souvenir program for the weekly broadcast, *Thirty Minutes Behind the Walls*, which originates in the prison and features entertainment by the inmates. Book contains pictures of all the entertainers as well as State and WBAP officials.

ATTACHED TO THE REAR of autos driven by 420 Liberty Life Insurance Co. agents are these license-adorners. This one is that belonging to Manager Dick Shafto of WIS, Columbia, S. C., operated by the insurance company.

### Cartoons for Catsup

LISTENERS to Arthur Godfrey on WABC, New York, can receive a book on cartooning in return for two Pride of the Farm catsup labels and 10 cents, as offered by E. Pritchard Inc., New York, one of the nine participating sponsors of Godfrey's daily program. Agency is Wadsworth & Walker, N. Y.

* * *

### Displays at Exhibit

TO BRING listeners in personal contact with radio, KPO-KGO, San Francisco, staged exhibits at the Alameda County Food Show and the California Spring Garden Show both held in Oakland.

### BROCHURES

NBC—13 by 17-inch broadside, describing the Red Network *Good Neighbors* series, which started May 22 to give the people of the United States an understanding of American republics.

MBS—First in a series of reprinted advertisements telling changes and shifts in Mutual stations and programs, issued in two-page green and white folder, titled "the move is to Mutual."

WBAB, Atlantic City—Leaflet showing spending per individual in the coverage market and offering the program *Sportslants* for sponsorship.

WTAR, Norfolk Pictorial Booklet showing station personnel, station coverage, and NBC programs aired through the station.

WDRC, Hartford—Monthly issue of "Food For Thought" titled "No vacation for cash registers in Connecticut".

WDEF, Chattanooga—Brochure containing 32 pages of pictures.

WMT, Cedar Rapids-Waterloo—Coverage folder with die-cut map.


5000 WATTS DIRECTIONAL

WBNX
NEW YORK

TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—
*Metropolitan New York*

# Studio Notes

AS THERE are no telephone wires to Alaska, news must be transmitted by radio. KINY, Juneau, maintains its own receiving station where two operators copy Transradio from New York and California. The Seattle office of KINY gathers West Coast news and transmits it over the Signal Corps circuit to Juneau. The entire INS service is available at Seattle. Twice-daily the station rebroadcasts news summaries of KGEI, GE shortwave station at San Francisco and each afternoon rebroadcasts BBC summaries direct from London. Territory news is gathered by the KINY news bureau. The Juneau office is under direction of Bob Druxman and the Seattle office, Miriam Warner.

WSB, Atlanta, to help promote National First Aid Week, May 18-24 presented a special play May 19, and frequent spot announcements throughout the week. The dramatization, *The Counter Drug Store*, was written by Elmo Ellis of the WSB staff and told in an amusing way of the part played by the druggist in providing first aid preparedness. Additional cooperation was solicited by the station through its *Retailers Radio News*, monthly publication distributed to druggists and grocers of Georgia.

WFAA, Dallas, has substituted U. S. defense savings stamps for cash awards on the street quiz, *Do You Know the News*, a promotional feature of the *Dallas Morning News*. Quizzer is Hal Thompson assisted by Jim Alderman, WFAA newscaster.

WSB, Atlanta, is working with the Georgia Agricultural Extension Service in a campaign to collect thousands of jars for canning purposes to meet a national defense need. The project is supplementing the Government's AAA program to collect these containers for a statewide canning program. WSB is distributing window cards to cooperating stores throughout the State urging the contribution of jars.

WJPR, Greenville, Miss., is broadcasting descriptions of all road games of the Greenville Bucks. Announcer is Bert Ferguson and program is sponsored cooperatively by Greenville merchants.

WGEA and WGEO, General Electric shortwave stations in Schenectady, have added 20 new foreign-language news broadcasts to their weekly schedules, bringing the number of such broadcasts to 43 in four languages. The additions were made within the last two months in response to demands from listeners all over the world who wrote in stating their dependence on the unbiased reports they get from these stations. The largest number of additions is in Portuguese, followed in order by Spanish, French and Greek.

WELI, New Haven, has organized a pool to further the sale of U. S. Defense Bonds among the members of the staff. Each member contributes a dollar a week for 18 weeks, and 75c the final week. A number is drawn weekly and the winner gets his bond.

WOR, New York, was named as the official broadcasting station to assist with the test blackout of Newark May 25, as arranged by the Newark Defense Council. WOR sounded the air "raid" alarms for the wardens stationed at sirens and factory whistles in specified sections of the city, and carried a running description of the blackout from 11:30 p.m. to about 12:45 a.m.

KVI, Tacoma, Wash., broadcast a description of the largest military review in the Northwest, a four-hour parade composed of Ninth Army Corps held May 9 at Fort Lewis.

POPULAR in the Jolly Rollers League of St. Louis was the KMOX girls team and two of the Blue and Gray girls were named league officers. In the line are (l to r) Catherine Ahlert, Mena Brady, Grace McGowan, Dorothy Casey, Celeste Casey, Mrs. Merle S. Jones, Mary Tendone, Clare Lang, Sylvia Carlie, Frances Patterson. This was their first year.

## Cheered by Arthur

LISTENING to the cheery early-morning ramblings of Arthur Godfrey, currently on WJSV, Washington, and WABC, New York, has been made obligatory to the students of Gray Court Junior College for Women, Ridgefield, Conn., announced by the college authorities as an effort "to discourage the students' listening to news broadcasts before attending classes". According to Dean Slack, "the effect of bad news on studies is so marked that we have included in this year's curriculum the daily listening to the cheerful, homey philosophy of a radio entertainer such as Mr. Godfrey".

## Magazine's Spots

U. S. A. PUBLISHERS, Chicago, on May 12 started a test campaign of daily programs on WDZ, Tuscola, Ill., promoting a new monthly magazine, *Our Country*. Front cover of the magazine is red, white and blue, reproduction of the "Our Country Shield". Magazine features articles by Walter Winchell, Grantland Rice, Eleanor Roosevelt and others. Agency is First United Broadcasters, Chicago.

WARREN, O., is the location of a new Class IV station, 250 watts on 1400 kc., sought by Frank T. Nied, a merchant, and Perry H. Stevens, attorney, both of Akron.

## THE CONSTANT HAMMERING AWAY

### From Week to Week Brings Results for Quality Furniture Store in Hartford

THREE YEARS AGO C. C. Funk & Sons Furniture Store, an institution in Bristol, Conn., for 76 years, decided to try radio advertising on WDRC, Hartford, as a means of boosting sales and bringing in new customers from outlying districts. Then only an experiment, the record of sales successes that followed definitely established radio as a permanent part of the Funk advertising budget. Now, except for use of local newspapers, the entire advertising appropriation goes to WDRC.

The original program of lighter classics each Sunday, 12:15-12:30 p.m., has continued with only an occasional interruption throughout the three years. Credited to WDRC was the bringing in of new customers from Thomaston, New Haven, Wallingford, Meriden, Waterbury and other neighboring localities of Bristol. In two years the Funk & Sons Furniture Store broke all sales records.

**Emphasis on Quality**

Donald Funk, advertising director of the store, in placing the credit sums it up: "Radio has delivered the goods for us and we're not hesitant about saying so. We have a valued reputation. In our radio programs we have emphasized our membership in the furniture guild, whose membership is by invitation only. Not price, but quality we emphasize in the broadcasts".

He further said that it is constant hammering away on the air that brings in customers, not just sudden spurts and then forgetting the whole thing. He stated that it was the constancy, the repetition of certain facts, the steady recurrence of the Funk name, that was important and responsible for the stream of new customers.


KFEL DENVER
5000 WATTS
MUTUAL NETWORK
AROUND THE CLOCK
24-HOURS A DAY
Represented by Blair

KGW Availabilities
2:45 to 3 p.m. Monday thru Sat.*
11-11:15 p.m. Daily except Sun.*

KEX Availabilities
10-10:15 a.m. Monday thru Sat.*
WAR NEWS ROUNDUP
11:30-12 Midnite, Daily & Sunday

Comprehensive coverage of the day's news by a trained staff which fills in many of the important details missed in earlier news flashes. A program with a ready-built audience ready for sponsorship.

* *These programs have been broadcast at or about this time for the past 7 years. Naturally a great segment of the listening audience has learned to turn to them daily.*

We have had many requests for news programs with established audiences. Heretofore our news periods have been so solidly sponsored that none of these requests could be fulfilled. Now, for the first time in seven years, KGW and KEX have several choice news periods available. Check over the list in the column at the left and then get in touch with your nearest Petry office. It's "first come, first served"—of course.

KGW ☆ KEX

620 KC
5000 WATTS DAYS—1000 WATTS NIGHTS
NBC RED

1190 KC
5000 WATTS CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO., Inc.

RESPONSE-ABLE COVERAGE*
in the Central Southwest
KWKH
SHREVEPORT, LA.
50,000 WATTS-CBS
The Branham Company
*Representatives*
* 425,683 Listening Families
CBS Audit Night-time Coverage

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO. NATIONAL REPS.
CHICAGO • NEW YORK

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

What about WOL?
. . . it has POWER, PROGRAMS, COVERAGE -all at LOW COST!
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

# WHDH Delay Asked by NBC To Halt Breakdown of Clears

## Petition on Duplication With KOA Filed Same Day FCC Denied Petitions to Reconsider Ruling

TO STEM the FCC majority movement against a breakdown of clear channels, NBC last Wednesday filed with the Commission a petition for a stay in the KOA-WHDH case pending adjudication of an appeal from its decision to the U. S. Court of Appeals of the District of Columbia.

Filed on the same day the FCC announced its denial of three petitions for reconsideration of the decision under which WHDH, Boston, would acquire 5,000 watts fulltime on the 850 kc. clear channel now used by KOA, Denver, the NBC petition recites that it seeks the stay for the same reasons which impelled the FCC on its own motion last month to withhold the effective date of the authorization. Because the case is regarded as the forerunner of a breakdown of clear channels through East-West Coast duplication, it has provoked unusual interest.

### Further Appeals

The case originally was decided by a 3-2 vote, with Commissioners Walker, Thompson and Payne sanctioning the breakdown. Commissioners Case and Craven dissented while Chairman Fly and Commissioner Wakefield did not participate. The case is earmarked for Supreme Court adjudication, whatever the judgment of the lower court, to which an appeal presumably will be taken during June by NBC, with the so-called Clear Channel Group as intervenors.

The WHDH grant has been heralded as the first phase of a general move toward East-West Coast duplication. Under the Havana Treaty there are 25 Class I-A or fully clear nighttime channels asigned in this country. Because of the expressed views of the FCC majority, observers see a gradual whittling down of such waves through East-West Coast duplication and possible placement of three stations on each such frequency.

In denying the NBC petition for rehearing, filed on April 25, from the proposed decision granting WHDH fulltime with 5,000 watts as against daytime with 1,000 watts, the FCC issued a 19-page decision, replete with footnotes and legal references. It was apparent the Commission was priming itself for a court fight. Simultaneously, the Commission denied the petition of the Clear Channel Group and of WEEU, Reading, for reconsideration and modification.

Rather pointed indication that clear channel stations can expect no preferential treatment at the hands of the FCC was given in the denials. The Commission held that KOA, owned by General Electric but licensed to NBC, was not entitled to intervene in the proceedings on the WHDH application—expected to be a basic point to be raised in the NBC appeal.

"Since petitioner has no legal right to be heard in any event, and did not comply with the Commission's rule providing for intervention, we think the contention that the Commission erred in not permitting petitioner to intervene is without merit," the FCC said.

That the Havana Treaty Class I-A allocations give stations no rights whatever, was abruptly held by the FCC majority also. This contention, said the opinion, is based on NBC's "misconception that it is in some manner subrogated to the rights of the United States under the Treaty. But the Treaty recognizes rights only in the signatory governments and does not create in any licensee any vested rights in frequencies or service areas. Moreover, the Treaty does not prohibit the Commission from considering applications for broadcast facilities in accordance with the statutory standard of public interest".

Emphasis was placed on the existence of two classes of clear channels (I and II) under the regulations. These rules, it said, prescribe that both classes of clear-channel stations are designed to render primary and secondary service over an extended area and at relatively long distances. "The amendment," the decision stated, "merely affects a minor shift in one frequency within the established policy."

## McCORMICK DENIAL

### Publisher Says He Does Not Seek Blue or WJZ

EDITOR, BROADCASTING:

In the recent issues of May 12 and May 19 BROADCASTING, you have stated and reiterated that Col. Robert R. McCormick, publisher of the *Chicago Tribune*, is offering or attempting to purchase either the NBC Blue network or its key station, WJZ, in New York City.

Col. McCormick has asked me to advise you that there is not the slightest foundation in fact for these statements.

Will you please publish the letter, giving it equal prominence to that given the inaccurate statements made in your publication.

W. E. MACFARLANE
Business Manager
The Tribune Company
Chicago

May 23, 1941

*Editor's Note:* During oral arguments Dec. 2 and 3 before the FCC, on the Network-Monopoly investigation, mention of Col. McCormick's participation in conversations for acquisition of the Blue or of WJZ arose during a colloquy between counsel for MBS and NBC [BROADCASTING, Dec. 15, 1940].

# Colonial Opposes ASCAP Contract

## Affiliates Adopt Resolution; Shepard Not Yet Signed

DISAPPROVAL of the ASCAP blanket contract entered into by Mutual was voted alst Friday at a meeting of affiliates of the Colonial Network in Boston, under the chairmanship of John Shepard 3d.

By majority vote the Colonial affiliates held that if a majority of MBS outlets approved the blanket contract, the allowance for a 3% deduction from their payments as a rebate to MBS would be authorized. The affiliates, however, resolved that they would not broadcast any MBS sustaining programs which contained a "plug line" for ASCAP and that no deduction for sustaining programs would be made while the stations are not carrying MBS sustaining musical programs.

### No Agreement Yet

Mr. Shepard announced he had not agreed with ASCAP on a form of contract for his stations or for his regional networks, but that conversations have been going forward with the Society. He said he had rejected several ASCAP profits and was now considering further proposals which, if they met his objections, probably would result in consummation of a contract for return of ASCAP music.

Four of the score of Colonial affiliates failed to approve the ASCAP resolution. WFCI, Pawtucket-Providence, voted no because it already is an ASCAP licensee. WFEA, Manchester, N. H., was unable to vote affirmatively because it did not have its sustaining fee to date available; WNLC, New London, voted negatively, and WLBZ, Bangor, was absent.

The text of the resolution follows:

RESOLVED, the following undersigned stations could not and do not approve the ASCAP blanket contract as entered into by the Mutual Broadcasting System.

Be it further resolved that if a majority of the affiliates of Mutual approve this contract, we will allow the Colonial Network to deduct 3% from their payments to us on Mutual commercial programs, Colonial to rebate same to Mutual for payment to ASCAP.

Be it further resolved, we will not broadcast any Mutual sustaining programs which contain a statement similar to the following:

"Remmeber Mutual is the network that now broadcasts all your favorite music."

Be it further resolved that during the time when we are not carrying Mutual musical sustaining programs we will not allow any deduction for sustaining programs to be made by the Colonial Network for payment to Mutual.

Be it further resolved, however, that when statements similar to the above are removed from Mutual musical sustaining programs and they are fair to us, we will allow a monthly deduction on Mutual musical sustaining programs to be made by Colonial of three-eights of our 1940 sustaining fee or our highest one-hour rate, whichever is lower. (In the case of stations doing a business of less than $50,000 per year the deduction is $1 per month).

## In the CONTROL ROOM

I. FRIED, technician, formerly with KDON, Monterey, Cal., has joined KSAN, San Francisco.

H. ARTHUR GILBERT of the sound effects department of WHN, New York, and Marla Besbeck of New York have announced their engagement.

JOE L. STEWART, formerly of WFOY, St. Augustine, Fla., is now chief engineer and assistant manager of WFTL, Ft. Lauderdale, Fla.

AL HARDY, formerly of WKBN, Youngstown, has joined WJSV, Washington.

LEO SIVEN, engineer of WHBF, Rock Island, Ill., has been called to the service and is stationed at Fort Bragg, N. C.

J. R. POPPELE, chief engineer of MBS, Charles Singer, chief engineer of WOR, New York, and Max J. Weiner, chief engineer of WNEW, New York, have been named judges for an essay contest conducted by United Radio & Television Institute for June graduates of high schools in the metropolitan New Jersey area.

BERT BAYLIS, formerly of Robinson Recording Labs. at WIP, Philadelphia, joined the engineering staff of WSNJ, Bridgeton, N. J.

DONALD MYERS, formerly of WLW, has joined WIBG, Glenside, Pa.

FRANCIS M. McKERNON, of the engineering staff, and Frances Perry, secretary to the program director, of WARM, Scranton, Pa., have announced their engagement.

WALTER J. TUCKER Jr. has been promoted to chief engineer of WNLC, New London, Conn., succeeding Francis Garufy who recently joined WOR, New York. Harold Michaels, of New York, is his successor.

### Latin Hour Restored

BECAUSE of the volume of complaints from Latin American listeners, NBC has restored the midnight-1 a.m. program on WRCA and WNBI, its international stations. The hour had been taken over for the international division's European service since inauguration of 24-hour service last week. John W. Elwood, manager of the division, said the Europeon broadcasts in French, Spanish and Portuguese begin at 1 a.m. and run for eight continuous hours. At 9 a.m. (New York time) broadcasting in English begins for Europe, continuing until the regular afternoon hours in German, Italian and French.

WMUR, Manchester, N. H., has appointed International Radio Sales as its national representative.


Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

MILITARY GUESTS of the Hallicrafters Co. at the Art League Ball held at the Glen Flora Country Club, Chicago, were Col. R. Elsdale (center), London Chief Signal Corps officer of the British Army, in America contacting signal equipment manufacturers in connection with the lend-lease bill, and John Hessel (right), Chief Signal Corps Engineer at Fort Monmouth, N. J., who holds a correspondingly important post with the U. S. Army. Host was R. W. Durst, general manager of the Hallicrafters Co., manufacturers of Army and Navy radio and signal equipment.

### In the Dark

HOW would a concert given under blackout conditions sound? Evidently no different, for listeners had no inkling of it when on May 14 just before a U. S. Army band was to give a coast-to-coast broadcast on NBC-Blue, from Fort Lewis, Washington, the Fort's power system failed. Unperturbed, the show went on, the band played in absolute darkness from memory, the m.c. ad-libbed his piece, the leader led with a borrowed flashlight playing on him.

### AGMA Suit Deferred

SUIT OF THE American Guild of Musical Artists against the American Federation of Musicians and James C. Petrillo, AFM president, scheduled to be heard May 19 by the New York State Court of Appeals in Albany, has been postponed until May 29, when opposing counsel will argue the case. AGMA is asking that the verdict of the lower courts, favoring AFM, be set aside and that it be granted an injunction permanently restraining Mr. Petrillo from carrying out his threat to force AGMA instrumentalist members to join AFM if they wish to work on stage, screen or radio with AFM members.


FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC
160-17


## JUNE CONVENTION ARRANGED BY IRE

INSTITUTE of RADIO ENGINEERS will hold a summer convention in Detroit, June 23-25, the second get-together of the IRE this year, inaugurating a new procedure. Previously the Institute held only one convention a year, usually during the summer. A recent change has resulted in a policy of two conventions each year, with the annual convention to be held in New York every winter. The June session will headquarter in Detroit's Hotel Statler.

All phases of engineering and latest technical developments will be discussed by men prominent in the engineering field, in sessions to be held each morning and on Wednesday afternoon. The other two afternoons will be devoted to inspection trips.

Among subjects and speakers on the tentative agenda just released will be: "A Turnstile Antenna for Ultra-High-Frequency Broadcasting", by G. H. Brown and J. Epstein, RCA Mfg. Co.; "Frequency Modulation for Emergency Communication", by F. T. Budelman, F. M. Link Co., New York; "A New Frequency Modulation Transmitter", by N. C. Olmstead and A. A. Skene, Bell Telephone Labs.; "An FM Station Monitor", by H. R. Summerhayes Jr., General Electric; Phase Distortion in FM Systems", by N. I. Korman, RCA; "Optimum Current Distributions on Vertical Antennas", by Lincoln La Paz and G. A. Miller, Ohio State U, and the National Research Council, Ottawa, respectively; "Factory Alignment Equipment for FM Receivers", by H. E. Rice, Stromberg-Carlson; "Design and Development of Three New Ultra-High-Frequency Transmitting Tubes", by C. E. Haller, RCA; "The Relative Sensitivities of Television Pick-Up Tubes, Photographic Film, and the Human Eye", by Albert Rose, RCA; "Counter Circuits and Their Applications", by H. B. Deal, RCA License Lab.

### Radio Series Arranged By United Service Group

ACTING in cooperation with special committees formed of leading network, station and advertising agency executives, the radio division of the United Service Organizations for National Defense has started a radio campaign to acquaint the public with its objectives of providing recreational and social facilities for the U. S. armed forces.

In addition to the special radio committee headed by Neville Miller, NAB president [BROADCASTING, May 5], an advertising committee has been named under chairmanship of Frank Hummert of Blackett-Sample-Hummert, and J. R. Bush, vice-president of Ruthrauff & Ryan, including Calvin Swanson, J. Walter Thompson Co.; James Rogers, Benton & Bowles; Gregory Williamson, Pedlar & Ryan, and Maurice H. Bent, Blackett-Sample-Hummert. Coordination of the programs planned is under the direction of Jesse Butcher, head of the USO radio division.


IF YOU LIKE TO GET MORE AND PAY LESS

WMBG—the Red Network Outlet in Richmond has:

More shows with higher ratings than any other Richmond station.

More locally sponsored shows than any other Richmond station.

More advertising dollars from Richmond merchants and jobbers than the other stations combined.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

National Representative—John Blair Company

# Allocation Method Adopted for Nickel

### No Preference at This Time, But Future Cut Is Seen

FORMAL allocation plan for the distribution of nickel, an important metal to the radio industry, was announced May 19 by E. R. Stettinius, director of priorities of the Office of Production Management.

The new plan provides mandatory industry-wide control over all supplies of nickel, formalizing the previous mandatory control order of last March. Because of the shortage of nickel the new procedure does not include a schedule of preference ratings for civilian uses. However, some allocations will be made in certain cases for non-defense uses on a restricted basis to prevent serious dislocations in established manufacturing plants.

#### Curtailment Ahead

While it will have no immediate effect on the radio industry, manufacturers' representatives say, in a few months it will result in the curtailment of radio's nickel supplies. Under the new order the Priorities Division will make allocations of the available nickel for defense purposes. All defense orders will take a rating of A-10 unless other ratings have been or will be assigned.

During May 15,500,000 pounds of nickel will be available in this country, almost all of which will come from Canada where 85% of the world's nickel output is produced. The demands for the metal total 21,000,000 pounds, which represents a shortage of 5,500,000 pounds. It is estimated by the OPM that approximate shortage for 1941 will be 45,000,000 pounds.

Speaking last Thursday at the 25th annual meeting of the National Industrial Conference Board at the Waldorf-Astoria, New York, Philip D. Reed, chairman of the board of General Electric Co. and for the last there months senior consultant to the Director of Priorities of the OPM, said non-defense industries must plan for "a period not of months but of years" to get along with much less than their requirements in the long list of strategic materials. He further asserted that the sooner non-defense industries resigned themselves to this condition the better they will be able to cooperate in national defense.

Mr. Reed predicted that engineers, chemists and designers will develop new products to help absorb the increased purchasing power, allay inflationary pressures, support our standard of living and keep the country at work.

In summing up his views for the post-war future, Mr. Reed stated in the future greater emphasis will be placed on production so as to avoid a recurrence of present problems.

**CLAIMED** as probably the first live street broadcast program with FM, Irving Alperson (left), Hartford, Conn., accountant, was interviewed by Announcer Robert M. Provan, Jr., of FM Station W65H, Hartford. General Manager of W65H is Franklin M. Doolittle.

RCA MFG. Co., Camden, N. J., has announced sale of a 250-K transmitter to WKWK, Wheeling, W. Va., and FM-10-A, FM transmitter to WCAU, Philadelphia.


REL

FM's PIONEER MANUFACTURER

*Industry Leaders Chose REL—*

REL is proud of the company it keeps! Outstanding figures in the radio industry have specified REL for their FM transmitters—leaders like Major E. H. Armstrong, inventor of FM, Alpine, N. J.; John Shepard and Paul de Mars, Yankee Network, Boston; Walter Damm, WTMJ, Milwaukee; William Scripps, WWJ, Detroit; Dr. Ray Manson, WHAM - Stromberg - Carlson, Rochester; Clarence Wheeler, WHEC, Rochester; John Hogan, WQXR, New York City; Roger Clipp, WFIL, Philadelphia.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.


## New and Newsy

NEWS makes publicity, and when you're a new station publicity director as was Doris Rodgers, of WNAX, Yankton, the nose for news is more acute—to impress the boss. So when a fire truck slammed to a stop at the WNAX parking lot, Miss Rodgers rushed to the scene, pad in hand to cover her first assignment. Her face grew a little red when she approached the fire, for it was her own car that was blazing.

## Stromberg-Carlson FM

WORK done by Stromberg-Carlson Telephone Mfg. Co., Rochester, in popularizing FM through sale of receivers was reviewed May 21 by Dr. R. H. Manson, vice-president and general manager, at a dealer dinner at the Hotel Roosevelt, New York. Dr. Manson pointed out that the company, utilizing patents of Major Edwin H. Armstrong, had gone through two complete years of making and selling the receivers, and with the launching of the third seasonal line will have more Stromberg Carlson FM sets in public use than all other makes combined.

## WOR's FM Rate Card

W71NY, New York's first commercial FM station, adjunct of WOR, has sent out its rate card to a general mailing list for the first time this week. Originally issued May 1, rates run $50 for an hour between 8 a.m. to 6 p.m.; $30 for a half-hour during the same time; and $20 for a quarter hour; from 6 p.m. to 11 p.m. these rates run $100, $60, and $40 respectively. The card also includes frequency discounts, announcement rates, service facilities, commissions and cash discounts, and regulations and restrictions.

### Dr. Alexanderson Honored

DR. ERNST F. W. ALEXANDERSON, consulting engineer of General Electric Co., was presented with the Schenectady Advertising Club's annual award, given each year to an outstanding local man or woman through whose accomplishments Schenectady has received "unusually favorable publicity". The award was made at a luncheon at Hotel Van Curler, that city, with proceedings broadcast by short wave over WGEA, and later by transcription over WGY.

TWO-WAY FM radio sets will be installed in 29 Philadelphia police cars, wagons and patrol boats after exhaustive tests which police officials say proved the superiority of the new equipment. Installation of the FM sets, equipped by Motorola, was ordered by Director of Public Safety James H. Malone and Police Superintendent Howard P. Sutton in ten new emergency patrols, nine detective squad cars, three patrol wagons and two harbor police boats.

LATEST mobile television equipment was demonstrated recently at the Radio Club of America meeting held at Columbia U. After presentation of a paper, introduced by Allen B. DuMont, Allen B. DuMont Labs., on "Some Design Features of Portable Television Equipment", a demonstration was given of a DuMont portable two-camera unit and mobile "chain" or complete layout.

## First Commercial FM Is Granted to Kentucky

GRANTING Kentucky its first commercial FM station, the FCC May 20 issued a construction permit to the American Broadcasting Corp., licensee of WLAP, Lexington, Ky., for an outlet on 45.1 mc. to cover 6,298 square miles. This represents the 43d commercial FM grant of the year.

Simultaneously the Commission ordered issuance of the construction permit for a new FM station in Pittsburgh without prejudice to W47P, Walker & Downing Radio Corp., operator of WWSW, Pittsburgh. Action is to the determination of the pending newspaper-ownership hearing under FCC Order No. 79. Permittee is of the same ownership as the *Pittsburgh Post-Gazette*.

Received by the FCC last week was the application of Debs Memorial Radio Fund Inc., licensee of WEVD, New York, requesting an FM outlet in New York on 48.7 mc. to serve a population of 12,300,000 and an area of 8,600 square miles. This brings total pending applications to 60.

## CKWX Changes

REORGANIZATION of the staff and management of CKWX, Vancouver, has resulted in an almost entirely new executive personnel. Arthur Holstead, former manager and owner, has assumed the presidency of the company; Frank M. Squires, formerly manager of CJCS, Stratford, Ont., has been made general manager, and Norman Botterill, formerly assistant manager of CJCA, Edmonton, and since the first of the year with CKWX, is the new assistant manager; CKWX has moved into new studios and offices at 543 Seymour St.

## AM and FM Compared At Engineering Dinner

A DEMONSTRATION of FM and AM was given by Dr. D. L. Chestnut, of GE at the dinner May 21 following the presentation of the Franklin Medal to Maj. Edwin H. Armstrong. Time records were played showing the noise-free reception at Alexandria, Va., 230 miles away, of Maj. Armstrong's FM station, W2XMN, at Alpine, N. J. These records were made by Glenn D. Gillett, Washington consulting engineer, at his home in a suburb of Alexandria, using a standard GE dipole antenna and reflector, with the GE-FM translator.


WRNL

ALWAYS RINGS THE

BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

## HOW PRESS SEES MONOPOLY RULES

EDITORIAL opinion published in the nation's newspapers is almost unanimously opposed to the FCC majority's network-monopoly regulations as striking a death blow at a free American radio and as a serious threat to the press. Aside from actual editorial-page comments, an analysis of stories and articles published in the news columns tends to show a rising tide of resentment by civic, editorial and other groups against the regulations. Excerpts from newspaper editorials available, follow:

*Washington Post*

Instead of being condemned for its independent action . . . the FCC is to be highly commended for refusing to let ill-advised meddling on the part of the White House interfere with its order.

*Washington News*

The angles to this dispute are so many and so technical that to tell them would take a book. But to one constructive proposal we think the public will subscribe. It is by Sen. White of Maine for a full Congressional airing of the whole subject. Since Congress is the policy-making body which created the FCC we can't see why even Mr. Fly should object to that. President Roosevelt said in 1939, speaking of radio regulation, "I am thoroughly dissatisfied". Since then the mess has got worse instead of better.

*New Haven Journal-Courier*

It (the FCC) has proceeded to step beyond the authority which Congress intended to grant it and has indicated the belief of a majority of its members that their jurisdiction does not depend upon a showing that practices they condemn are violations of law but upon their personal notion of what should constitute the "public interest".

*Chattanooga News Free Press*

Mr. Fly has been an instrument in efforts to place a Government muzzle on the press here already and it is not surprising to find him pursuing the same course against the broadcasting companies. The order indicates clearly something far more dangerous even than censorship, namely that the broadcasting companies must "play ball" with the politicians in the Administration, or else. It will be necessary to fight the encroachment step by step.

*Scranton* (Pa.) *Tribune*

The FCC's order smacks of an attempt to preserve for itself sole authority over the radio industry. Just as the press of America must be preserved free of Government control and censorship, so should radio be free of dictatorship. If there are monopolistic practices in radio the cure-course proposed by the FCC may be worse than the disease it seeks to end.

*Albany* (N. Y.) *News*

The natures of the present changes are so revolutionary that obviously they required specific approval of Congress. As is usually the case with bureaucracies always seeking more power, the Communications Commission forgets that its function is not to make laws but to administer them. Broadcasters are right in protesting vigorously these new rulings, and it is in the public interest that they shall test them in the courts, as they promise.

*Baltimore Sun*

There is an amusing quality in the situation, for the sight of a supporter of the President (Mark Ethridge) tilting in such vigorous manner at one of the New Deal pets is not without its sadonic overtones. But there is a serious side too. If the FCC is acting capriciously and is playing politics with a matter as important as radio regulation, that is a matter of the utmost concern.

*Atlanta Constitution*

The general public, even allowing for possible bias on the part of the broadcasting officials, will be inclined to accept their view.—It is at least strange that the Commission should rush out with its new regulations before the appointee of the President (Ethridge) has had time to perform the task assigned to him.

*Baton Rouge* (La.) *Times*

Those within the WJBO area appreciate this extensive service, made possible through the network programs which supplement those of local interest. . . . No network would do its listeners a service by submitting tamely to such restrictions.

*Hartford Times*

Even more important, however, is the question as to the extent to which the Commission has a right to exert control over radio. Neither Government - controlled broadcasting, nor a censorship, nor compulsory programs are wanted. The people will rue it, if either is permitted.

*Wheeling Intelligencer*

It is sincerely to be hoped that this move by the Commission will arouse sufficient public interest to require a searching Congressional investigation and will provoke public discussion of this whole question of radio regulation. For we must be very sure that in policing the use of a public facility, the Government is not permitted to throttle a public right.

*Portland* (Me.) *Press-Herald*

This bare majority decision of the FCC, likely to render chaotic the broadcasting business of the country, ought to be made subject to some kind of review before it is rammed, like an imperial ukase, down the throats not only of the broadcasters but of the American people who have not been aware that their interests were being overridden by any group of air barons or that there has been from the first anything but the healthiest kind of competition in the industry.

*Rochester Democrat & Chronicle*

If the Commission really has power to make laws of this kind, then it is a dangerous power, the end of which can only be complete domination of the radio industry by Government. . . . As even the majority admits that "the network system has brought great benefits" to broadcasting, its drastic order seems to make little sense on the ground of public welfare.

*Indianapolis News*

The radio industry failed in the beginning to make a fight for freedom of broadcasting, and is now paying for its negligence. But this failure does not dissolve its rights. They are protected by the Constitution. The job now is to win respect for them by executive or Congressional action.

*Youngstown Vindicator*

It (the monopoly report) threatens non-commercial programs as Town Meeting — etc. — etc. — Both Congress and the courts should act to avert such a result.

*Wall St. Journal*

Perhaps, at this time "the public", however, in doubt it may be as to who is right in this particular controversy, might do well to note the nature and extent of the powers assumed by the Commisison in dealing with the case. Following on the Commission's action last year concerning television, it is evident that this particular "Caesar" is receiving substantial nourishment as it goes along.

*Washington Star*

There seems to be no doubt that the Commission's action is designed to replace a system of national broadcasting which has given good service with a vaguely defined new setup which may or may not prove more desirable. Decisions of the present majority of the Supreme Court on the whole have tended to widen the field and broaden the powers of these agencies; and if it is shown that the resultant extension of their activities is more harmful than beneficial, it seems obvious that the remedy lies with the Congress.

*New York Herald-Tribune*

That the new regulations would, as Mr. William S. Paley, head of CBS, puts it, "torpeJo" the existing broadcasting structure, is hardly to be doubted. Whether or not, in the long view, the existing structure ought to be torpedoed, the attempt to do it suddenly, by the administrative fiat of a regulatory body which has never enlitsed any great public confidence and whose legal authority to act in such fields is open to very serious question, seems scarcely wise.

KFRU
COLUMBIA
Bombshell of Missouri!
Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group durng 1940.
1400 KC. ★ 250 Watts

**Presto Offers a New 50 Watt Recording Amplifier . . .**



. . . and the first *accurately calibrated* recording channel for making direct playback transcriptions. The new Presto 88-A amplifier, combined with the Presto 1-C cutting head, makes recordings identical in response to the finest commercial pressings. These recordings give you full range reproduction when played back on the N. B. C. Orthacoustic or standard lateral settings of your reproducing equipment. A switch on the amplifier selects either of the two recording characteristics.

You'll hear a new quality in your recordings when you use this Presto equipment . . . a fuller, more natural bass . . . crisper, cleaner highs. Pre-emphasized high frequency response reduces surface noise well below audibility. Output of the 88-A is 50 watts with 1½% distortion. Gain is 85 db. Noise level is 45 db below zero (.006 W). Use the 88-A in place of your present amplifier. You'll notice a tremendous improvement in your recordings. Your present Presto 1-B or 1-C cutter can be calibrated with an 88-A amplifier at a nominal charge. Catalog sheet on request.

Canadian Distributor: Walter P. Downs, 2313 St. Catherine St. W., Montreal, P. Q.

Chicago Rep. L. W. Beier — Sound Sales Corp.
600 S. Michigan Ave. Phone Harrison 4240

**PRESTO** RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

## NOW THEY LOOK LIKE THIS

*See photos on page 12*

**PHOTOGRAPHS ON PAGE 12** in the same (l to r) order show: (1) **George Biggar,** program director of WLW, Cincinnati, who was 19 in 1918 when he finished officers training camp at Fort Sheridan as a second lieutenant of infantry, then until the Armistice served as military instructor with the S.A.T.C. at the U of California and Utah Agricultural College; (2) **Harry H. Stair,** of the sales staff of WHK, Cleveland, who served overseas as a lieutenant in the A.E.F.; (3) **Verne H. Pribble,** manager of WTAM, Cleveland, who enlisted as a private in March, 1917, spent 18 months overseas with the A.E.F., was wounded in action and won the Order of the Purple Heart and Order of Verdun.


INS

All INS dispatches are credited to authoritative sources, assuring you factual, honest news coverage.

INTERNATIONAL NEWS SERVICE



CHNS

HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.

*Representatives*
WEED & COMPANY
350 Madison Ave., N. Y.



WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE


# *Score of Leading Broadcast Sponsors Cooperate in Treasury Bond Campaign*

OVER 20 of the country's leading radio sponsors are cooperating with the Treasury's campaign to sell Defense Savings Bonds and Stamps. The time donated varies from one minute announcements on top-notch programs to a full hour for a 13-week given over to the campaign.

Beginning July 2 and continuing for 13 weeks, the hour formerly occupied by Fred Allen's *Star Theatre,* has been given to the Treasury by the Texas Co. for a special variety program to promote the sale of Bonds and Stamps. Procter & Gamble and Lever Bros. are using announcements about the drive on all daytime serials. Lever also is incorporating material about Defense Savings Bonds and Stamps in seven evening shows—*Helen Hayes Theatre, Lux Radio Theatre, Uncle Jim's Question Bee, Grand Central Station, Meet Mr. Meek, Big Town,* and *Hollywood Premiere.*

Similar cooperation has been given to the Defense Savings Staff by Pepsodent Co. (Bob Hope); Kraft Cheese Co. (*Kraft Music Hall*); Bristol-Myers (Eddie Cantor); Emerson Drug Co. (*Ben Bernie's Army Game*); R. J. Reynolds Tobacco Co. (Ilka Chase's *Luncheon at the Waldorf*); Adam Hats (fights); S. C. Johnson & Son (*Fibber McGee & Molly*); Andrew Jergen's Co. (Walter Winchell); Cudahy Packing Co. (*Bachelor's Children*); and Ford Motor Co. (*Ford Summer Hour*).

Miles Labs. awards Defense Bonds to the *Quiz Kids* every week, to apply toward their future education. Each *Quiz Kid* program carries two announcements about the Bonds and Stamps. Armour & Co. (Luxor) is using announcements at the conclusion of each Wayne King broadcast every Saturday night for an indefinite period.

Through Blackett-Sample-Hummert arrangements have been made for the entire *Manhattan Merry-Go-Round,* sponsored by R. L. Watkins Co., to be devoted to Defense Savings Bonds and Stamps. R. L. Watkins Co. will substitute Bond and Stamp announcements for their regular commercials.

### Agencies Cooperate

The Bayer Co. *American Album of Familiar Music,* and the Charles H. Phillips Chemical Co. *Waltz Time,* will give similar broadcasts for Defense Savings Bonds and Stamps during the next 30 days.

Other Blackett-Sample-Hummert clients who will incorporate material about Bonds and Stamps include: Anacin Co. (*Our Gal Sunday, Easy Aces,* and *Just Plain Bill*); Kolynos Co. (*Mr. Keen, Tracer of Lost Persons*); Edna Wallace Hopper (*Romance of Helen Trent*); A. S. Boyle Co. (*John's Other Wife*); Bayer Co. (*Second Husband* and *Young Widow Brown*); R. L. Watkins Co. (*Orphans of Divorce* and *Backstage Wife*); and Phillips Co. (*Amanda of Honeymoon Hill* and *Stella Dallas*).

Further agency cooperation has been given to the Defense Savings Staff by Marschalk & Pratt, in writing and producing 40 one-minute transcriptions for distribution to more than 800 stations during June. The transcriptions include an original theme song written by Ken-Johnson Inc., and played by Fred Waring and His Pennsylvanians.

HOW welfare organizations can best use radio time for national or local campaigns was the subject of a roundtable at WOR, New York, May 21.

## Lackey Is Granted His Second Station

PIERCE E. LACKEY, operator of WPAD, Paducah, Ky., received his second station May 20 when the FCC granted a construction permit for a new daytime local in Henderson, Ky., to Paducah Broadcasting Co. Inc. Station will operate on 860 kc. using 250 watts daytime only. Mr. Lackey controlling 95.5% of the company's stock is president. Other officers are W. Prewitt Lackey, an insurance man, treasurer; and Ezelle Lackey, also in insurance, secretary.

The Commission last Wednesday also proposed to grant the application of the Broadcasting Corp. of America for a regional station in Riverside, Cal., 1,000 watts on 1420 kc., and at the same time proposed to deny the application of the Riverside Broadcasting Co. for a local, 250 watts on 1420 kc., in the same community on the grounds of mutually exclusive interference to the other station. The proposed grants will become final in 30 days unless contested.

Principals in Broadcasting Corp. of America are W. L. Gleeson, owner of the Progressive Optical Co., and associated with the Miller Adv. Agency, Oakland, 54% stockholder; E. W. Laisne, with the same optical firm, 20%; John H. Tolan Jr., secretary to his father, Congressman Tolan, 20%; John B. Smith, attorney, 2%; Loyal C. Kelley, attorney, 2%; Phil Davies, banker, 2%.


YOU DEPEND ON THE AIRLINES for speed

and the airlines depend on Postal Telegraph

● Speed plus dependable service! That's why—"It Pays To Fly!" And for these same reasons, all major airlines—like many of America's greatest business firms—have found—it pays to use Postal Telegraph.

You too can enjoy this same speedy, dependable telegraph service—at low cost—at any Postal Telegraph office. Or—

Phone*

Postal Telegraph

*Charges appear on your phone bill

## But It Takes RADIO ATTENTION To Sell RADIO TIME!

SELLING your station and your market takes a special brand of attention. And it takes a specialized magazine to provide it. That's where BROADCASTING comes in. Here's the magazine that thinks Radio and talks Radio 100% of the time. Consequently, its readers are Radio-minded... every last one of them. Small wonder 85% of BROADCASTING's advertisers renew. Small wonder it pays to advertise in BROADCASTING.

BROADCASTING
BLANKETS
TIME BUYERS!

*they're Radio-Minded when they read* **BROADCASTING**

XUM

# ACTIONS OF THE
# FEDERAL COMMUNICATIONS COMMISSION

## MAY 17 TO MAY 23 INCLUSIVE

## Decisions . . .

### MAY 20

**WDLP, Panama City, Fla.**—Continued hearing to 6-2-41; WTMC, Ocala, Fla., same.

**NEW, American Broadcasting Corp., Lexington, Ky.**—Granted CP FM 45.1 mc 6,298 sq. miles.

**NEW, Paducah Broadcasting Co., Henderson, Ky.**—Granted CP 860 kc 250 w D.

**WKY, Oklahoma City**—Granted CP for approval transmitter site, directional N.

**WDEL, Wilmington, Del.**—Granted modification CP for approval directional antenna N & D, transmitter site.

**KFIZ, Fond du Lac, Wis.**—Granted CP increase to 250 w N & D, new transmitter.

**WNBI, Bound Brook, N. J.**—Granted modification CP to add 11890, 15150 kc.

**W47P, Pittsburgh**—Ordered issuance CP FM station without prejudice to hearing under Order No. 79.

**SET FOR HEARING**—NEW, Brainerd-Bemidji Broadcasting Co., Brainerd, Minn., CP 1550 kc 1 kw unl.; **NEW, Orange Broadcasting Corp., Orange, Tex.**—CP 1600 kc 1 kw unl.; NEW, Gazette Co., Cedar Rapids, Ia.—CP 1600 kc 5 kw N & D directional N, nondirectional D. **NEW, Homer Rodeheaver, Winona Lake, Ind.**, CP 1480 kc 1 kw D.

MISCELLANEOUS—**NEW, Gazette Co., Cedar Rapids, Ia.**, placed in pending files pursuant to Order No. 79, application FM; **W6XCB, Los Angeles**, made final conditional grant of 11-15-40 and authorized CP experimental television 162-168 mc 1000 w; **WWRL, Woodside, L. I.**, granted extension temporary license; 60 days from 5-22; **KFRC, San Francisco**, granted new license without condition protecting CJAT; **NEW, Symons Broadcasting Co., Ellensburg, Wash.**, denied reconsideration and grant without hearing CP, and delted reference to Mosby's Inc. application; **WPAY, Portsmouth, O.**, denied reconsideration and grant without hearing application WPAY renewal; **NEW, Ralph L. Lewis, Greensboro, N. C.**, denied reconsideration and grant without hearing application new station; **KFI, Los Angeles**, and 10 other clear channel rehearing petitions re grant to WHDH, nel stations, KOA, WEEU, etc., dismissed Boston of 5 kw unl.

### MAY 21

**WOC, Davenport, Ia.**—Granted CP new transmitter, directional N, change to 1420 kc 1 kw unl.

**NEW, Broadcasting Corp. of America, Riverside, Cal.; NEW, Riverside Broadcasting Co., Riverside**—Proposing to grant application Broadcasting Corp. of America for CP 1420 kc 1 kw unl.

### MAY 22

**NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill.**—Adopted and made final proposed findings of fact and conclusions for CP 1150 250 w D.

**WPAY, Portsmouth, O.**—Denied reconsideration and grant of renewal application.

**NEW, High Point Broadcasting Co., High Point, N. C.; NEW, Ralph L. Lewis, Greensboro, N. C.**—On own motion, Commission consolidated hearings and continued them to 5-28-41.

**KENO, Las Vegas, Nev.**—Granted CP move studio, transmitter to El Rancho Vegas.

**KHJ, Los Angeles**—Granted modification CP increase power etc. for new transmitter.

**NEW, Symons Broadcasting Co., Ellensburg, Wash.**—Denied reconsideration and grant of application for CP, and eighth issue specified in notce of desgnation deleted.

**NEW, Ralph L. Lewis, Greensboro, N. C.**—Denied reconsideration and grant without hearing of application for CP.

### MAY 23

**KMYR, Denver**—Granted license new station 1340 kc 100-250 w unl.

**KPRC, Houston**—Granted modification CP change to 950 kc under treaty.

**WAPO, Chattanooga**—Granted modification CP 1150 kc under treaty.

**WFCI, Pawtucket, R. I.**—Granted license new station 1420 kc 1 kw directional unl.

**WLAG, LaGrange, Ga.**—Granted license new station 1240 kc 250 w unl.

**W47PH, Philadelphia**—Granted modification CP FM station re transmitter, antenna.

**W6XAO, Hollywood**—Granted license new television station 50-56 mc 1 kw visual, 150 w aural.

**WBOS, Boston**—Granted license move international station, increase to 50 kw, change equip.

## Applications . . .

### MAY 19

**WEVD, New York**—Modification CP to 1330 kc under treaty.

**WBYN, Brooklyn**—Modification license to WBYN-Brooklyn, Ind.

**NEW, Outlet Co., Providence, R. I.**—CP LM 44.3 mc amended to 48.5 mc 4,840 sq. miles, 1,556,495 population.

**KRBC, Abilene, Tex.**—CP new transmitter, change to 940 kc 1 kw, amended re equipment, antenna, and asking 1470 kc.

**KMAC, San Antonio**—Modification license to 1240 kc unl.

**KSOO, Sioux Falls, S. D.**—CP change freq. etc., amended to 1140 kc 10 kw unl., omit request WTCN facilities.

**NEW, Western Radio Corp., Pendleton, Ore.**—CP 1240 kc 250 w unl.

### MAY 21

**W2XB, New Scotland, N. Y.**—Modification license to 66-72 mc.

**NEW, Debs Memorial Radio Fund, New York**—CP 48.7 mc 8,600 sq. miles 12,300,000 pop.

**NEW, McKeesport Radio Co., McKeesport, Pa.**—CP 1360 kc 250 w D.

**NEW, Forward Wheeling Radio Corp., Wheeling**—CP 1450 kc 100 w unl.

**NEW, Ashland Broadcasting Co., Ashland, Ky.**—CP FM, 46.1 mc, amended to 4,160 sq. miles, 398,692 pop.

**WBT Charlotte**—CP directional N, amended to 1110 kc under treaty.

**W9XC, Mitchellville, Ia.**—Modification CP increase power etc. to 1040 kc.

**KFAB, Lincoln, Neb.**—CP new transmitter, antenna, etc., amended to 1110 kc under treaty.

## Tentative Calendar . . .

### MAY 27

**KMA, Shenandoah, Ia.**—License renewal.

### MAY 28

**WRDO, Augusta, Me.**—License renewal.

**NEW, High Point Broadcasting Co.,** High Point, N. C.; NEW, Ralph L. Lewis, Greensboro, N. C.—Each asking CP 1370 kc 100 w unl.

### JUNE 2

**WTMC, Ocala, Fla.; WDLP, Panama City, Fla.**—License revocations.

## Network Accounts

All time EDST unless otherwise indicated.

### New Business

MILES LABS., Elkhart, Ind. (Alka-Seltzer and One-a-Day vitamins), on May 26 starts *Lum & Abner* on 7 Pacific NBC-Red stations, Mon., Tues., Thurs., Fri. at 7:15-7:30 p.m. (PST). Agency: Wade Adv. Agency, Chicago.

GENERAL FOODS Corp., New York (Grape Nuts), on July 4 replaces *Kate Smith Hour* on 91 CBS stations with *Claudia* on 91 CBS stations, Fridays, 8-8:55 p.m., repeat, 12-12:55 a.m. Agency: Young & Rubicam, N. Y.

SOUTHERN CAL. General Electric Dealers, Los Angeles, (refrigerators), on May 19 started for 13 weeks *They Say Today* on six Don Lee Southern California and Arizona network stations (KHJ KGB KDB KOY KFXM KXO) Monday, Wednesday, Friday, 5:15-5:30 p.m. (PST), with local rebroadcast 7:15-7:30 p.m. (PST). Agency: Dan B. Miner Co., Los Angeles.

MILES LABS., Toronto (Alka-Seltzer), on May 21 started *Public Opinion* on CFCF, Montreal, and CKCO, Ottawa, Wed., 8:30-9 p.m. (EDST). Agency: Cockfield Brown & Co., Toronto.

### JUNE 16

**W2XD, W2XI, W2XB, General Electric Co.**—License for W2XD; renewals for W2XI and W2XB, television.

**KFNF, Shenandoah, Ia.**—License renewal.

### JUNE 25

**WCAM, Camden, N. J.; WCAP, Asbury Park; WTNJ, Trenton**—License renewals.

**WTNJ, Trenton**—CP 1230 kc 1 kw directional, unl.

**WDAS, Philadelphia**—CP 1260 kc 1-5 kw directional N, unl.

### JUNE 27

**NEW, Parkersburg Sentinel Co., Parkersburg, W. Va.**—CP 1310 kc 250 w unl.

GILMORE OIL Co., Los Angeles (gas, oil), on May 26 started *War Letters* on 4 Don Lee-California stations (KHJ KFXM KDB KGB), Mon. through Fri., 9:15-9:20 p.m. (PST). Agency: Botsford, Constantine & Gardner, Los Angeles.

TAYTON Co., Hollywood (cosmetics) on July 11 starts for 13 weeks *Tayton's Tattler*, featuring Jimmie Fidler on 7 CBS Pacific Coast stations (KNX KSFO KARM KOIN KIRO KFPY KVI), Fri. 8:30-8:45 p.m. (PST). Agency: BBDO, Los Angeles.

### Renewal Accounts

FIRST NATIONAL STORES, Somerville, Mass., on June 24 renews *First National Food News* on 8 Yankee stations, Tues., Thurs., 9:15-9:30 a.m. Agency: Badger & Browning, Boston.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on July 2 renews for 13 weeks *Kay Kyser's College of Musical Knowledge* on 115 NBC-Red stations, Wed., 10-11 p.m. Agency: Lord & Thomas, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory flakes), on July 5 for 52 weeks renews *Truth or Consequences* on 25 NBC-Red stations, Sat., 8:30-9 p.m. Agency: Compton Adv., N. Y.

GENERAL CIGAR Co., New York (White Owl cigars), on June 27 renews *Raymond Gram Swing* for 26 weeks on 76 MBS stations, Mon. thru Fri., 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

### Network Changes

LANGENDORF UNITED Bakeries, San Francisco, on May 12 switched *John B. Hughes News*, on 31 Don Lee network stations Mon. thru Fri., from 10-10:15 a.m. (PST) to 2:30-2:45 p.m. (PST). Agency: Leon Livingston Adv. Agency, San Francisco.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on May 12 switched *Alka-Seltzer News* on 31 Don Lee network stations from Sat., Sun., 10-10:15 a.m. (PST) to Mon. thru Sun., 10-10:15 a.m. (PST). Agency: Associated Adv. Agency, Los Angeles.

R. B. SEMLER Co., New York (Kreml hair tonic), on May 2 added 6 MBS stations to *Gabriel Heatter*, making a total of 16 MBS stations Wed., Fri., Sat., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

MARS Inc., Chicago (candy bars), on June 1 shifts *Dr. I. Q. Junior* from Washington to Toledo for six weeks on 28 NBC-Red stations from 6:30-7 p.m. Agency: Grant Adv., Chicago.

MARS Inc., Chicago (candy bars), on June 2 shifts *Dr. I. Q.* from Washington, D. C. to Detroit for six weeks on 89 NBC-Red stations from 9-9:30 p.m. Agency: Grant Adv., Chicago.

GRIFFIN MFG. Co., Brooklyn (shoe polish) on May 30 shifts *Who Knows* from Mon., 10:15-10:30 p.m. to Fri. 10:15-10:30 p.m. on four MBS stations. Agency: Bermingham, Castleman & Pierce, N. Y.

FORD MOTOR Co., Detroit (institutional), on May 18 replaced *Sunday Evening Hour* with *Ford Summer Hour* on 57 CBS stations, Sun., 9-10 p.m. Agency: McCann-Erickson, N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on July 1 discontinues for seven weeks *Maxwell House Coffee Time* on 77 NBC-Red stations, Thurs. 8-8:30 p.m. Agency: Benton & Bowles, N. Y.

THE LAPP PORCELAIN COMPRESSION CONE HAS BEEN INSULATING ANTENNA STRUCTURES FOR 20 YEARS
LAPP
It takes real strength to withstand the loading—electrical and mechanical—on insulators for broadcast antenna structures. For 20 years, all Lapp footing and guy insulators have been built around a compression cone of electrical porcelain. And no tower failure has ever been attributed to the failure of a Lapp porcelain part.
Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

### CBS in Latin America

LARGE multi-colored map of the new CBS Latin-American network was displayed by the network at the World Trade Luncheon held May 19 at the Hotel Astor, New York, to herald National Foreign Trade Week. The map, covered with flags of all Latin American republics, showed how the CBS facilities are located throughout Latin America and how effectively the CBS international transmitters when completed will blanket the country.

**TRANSMITTER WANTED**
**5 kw transmitter. Must be in good condition. Box 520, BROADCASTING.**

### Buyers Feted

CHICAGO timebuyers, be decked with ten-gallon sombreros and bandanas, were guests of KTAR, Phoenix, and the Arizona Broadcasting Co. at luncheons and movies May 20-21, at the Towers Club, Chicago. This was the fourth stop for the traveling promotional unit, headed by Dick Lewis, general manager of KTAR, to acquaint the time-buyers and advertisers with the Arizona market. Previous stops had been made in New York, Detroit and Philadelphia.

### Suit Dismissed

INJUNCTION suit brought by the New York College Teachers Union against WMCA, New York, the FCC and the Joint Legislative Committee to Investigate the Educational System of New York was dismissed May 14 in New York Federal Court. The injunction was sought to restrain the Joint Committee from interfering with a WMCA series titled *The Truth About the Schools*, sponsored by the Union.

PETER Q. NYCE, Washington attorney in the law firm of St. Lewis & Nyce, has applied for a Class III station in Alexandria, Va., to operate with 1,000 watts on 740 kc., limited time to local sunset at Houston.


**MORE PEOPLE LISTEN TO KTSM THAN ANY OTHER STATION IN THE El Paso Southwest**
N. B. C. Blue and Red
EL PASO, TEXAS
Geo. P. Hollingbery, National Rep.


# CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

## Help Wanted

**Salesman**—Experienced, good personality, good mixer, to work on local Southwestern station. Salary and commission. Send references. Box 516, BROADCASTING.

**Wanted**—Announcers, continuity writer, program director, engineer. Combination men preferred. Small station in the South. State salary desired in first letter. Box 506, BROADCASTING.

**Two Combination Announcer-Operators**—Network affiliated Southern local. Moderate starting salary, excellent opportunity advancement. Permanent. Announcing must be above average. Send transcription, details. Box 513, BROADCASTING.

**Wanted**—An assistant manager for 1000 watt station in Central West, who has a complete radio background, particularly in handling personnel. Present all qualifications in first letter which will be held in confidence. Box 512, BROADCASTING.

**Wanted**—Radio operators for the merchant marine must have six months previous marine radio operating experience. Must join union AFL. Wages $150.00 to $200.00. Write The Radio Officers Union, 265 West 14th Street, New York, N. Y. Phone WAtkins 9-6709.

## Situations Wanted

**Ambitious Young Operator**—Now employed, desires change. First class license. Box 518, BROADCASTING.

**Production Man . . . Director**—Experienced. Full of audience-building ideas, imagination, showmanship. References. Box 515, BROADCASTING.

**Experienced Sales Organization**—Will sell time for stations. Results guaranteed. References furnished. Box 514, BROADCASTING.

**Operator**—Experienced, good announcer. Married, ineligible for draft. References, make offer. Anywhere. Box 502, BROADCASTING.

**Operator**—Four years Remote Studio and Transmitter, up to five kilowatts. Married. Immediately. Permanent. Box 501, BROADCASTING.

**Progressive, Alert Announcer-Producer**—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Can double equally well as singer, actor, writer. Box 511, BROADCASTING.

## Situations Wanted (Continued)

**Engineer**—Six years broadcast station experience. Excellent references. Qualified as chief engineer or assistant. Box 504, BROADCASTING.

**Announcer With License**—Young, thoroughly trained and experienced in announcing, programming. Now employed by NBC affiliate. Desires change. Box 517, BROADCASTING.

**Control Room-Transmitter Engineer**—Desires change. Now employed. 250 and 1 kw experience. Best references. Available immediately. Married. Age 35. Box 507, BROADCASTING.

**Announcer**—Five years, married, children. Prefer news and commercials. Can handle sports, special events. Some sales and writing. Affiliated with network station. Seek advancement. Transcription available. Box 505, BROADCASTING.

**Intelligent, Travelled, Secretary-Assistant**—To radio writers, young man, thirty, wants connection with radio station—any capacity—to learn radio from inside. Adaptable—fluent writer. Draft exempt. Box 519, BROADCASTING.

**Station Manager**—9 years' experience in all departments. At present employed as commercial manager of a large station. Wishes to manage network affiliated station. For details address Box 509, BROADCASTING.

**Sales Manager**—Who can produce programs as well as sell time. Unbroken record of lineage gains for small city daily (two years) and metropolitan chain paper (where now employed, five years) as advertising salesman and department manager. Background experience includes radio writing and production, theater, sales promotion, retail merchandising and office control. University graduate, 29, draft-exempt (dependents). Details by writing Box 503, BROADCASTING.

## Wanted to Buy

**Interest In Station**—Experienced manager, now employed, would like to make change, buying interest. Reliable references. Box 510, BROADCASTING.

**Interested In Purchasing**—Quality used transmitter and tower 100 watt or 250 for client. Address Peck National Advertising Agency, Wichita, Kansas.

## For Sale

**Commercial Transmitter**—500 watt phone or CW complete. $325.00. Box 508, BROADCASTING.

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**Advertise in BROADCASTING for Results!**

## *STATIONS REFUSE LINDBERGH SPOTS*

KYW and WCAU, Philadelphia, both turned down a request from the America First Committee to buy advertising time on the station to publicize an address May 29 by Charles A. Lindbergh against aid to Britain. Executives of both stations said their action was taken under provisions of the NAB code stipulating that "time for the presentation of controversial issues shall not be sold except for political broadcasts."

Isaac A. Pennypacker, attorney and chairman of the Philadelphia unit of the isolationist committee, sought to buy all available two-minute spot announcements of Lindbergh's coming, to be inserted between regular programs. Both stations, in rejecting the request, pointed out that only one side of the question of aid to Britain was to be discussed at the meeting. Under the code, they said, the America First group has only one recourse if it seeks to broadcast—it can ask for free time for one of its speakers but in turn must present a speaker in opposition.

The Lindbergh speech will be given at the Philadelphia Arena after it was revealed that the Academy of Music flatly refused to rent the auditorium to the committee. Moreover, David Phillips, publicity manager of the Philadelphia Transit Company, disclosed that advertising space in trolleys, subways and busses was also refused as "too controversial."

### FCC Gets Letters

The FCC on May 22 announced it had received numerous letters regarding alleged refusal of broadcasting time to Lindbergh. The Commission informed them:

Broadcast stations are expressly declared by the Communications Act not to be common carriers and, accordingly, determination as to who shall appear on programs is a matter resting in the first instance with the individual broadcast station. Broadcasters have the duty of serving the public interest, convenience, and necessity and the discretion left to them in the selection of who may use broadcast facilities and the conditions with respect to such use is subject to this legal requirement.

In carrying out the obligation to render a public service, stations are required to furnish well-rounded rather than one-sided discussions of public questions. This duty does not imply any requirement that the use of broadcast facilities shall be afforded to any particular individual or group. In other words, the duty of the station is to present both sides of public issues fairly rather than to allow any one man to use its facilities. The Commission will give consideration to any evidence that both sides of the questions upon which Col. Lindbergh sought to speak are not being fairly presented by any radio station.

## Pikloom Campaign

PIKLOOM Co., Seattle (knitting device), has started a campaign in the United States, Mexico and Alaska, using 29 stations. Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle, the agency, says about 100 stations will be added in the fall. The station list: WAAF KQW KXA KOL WSM WMEX WJR WINX KSFO WDGY WOW KINY KOVC WORL KWJJ WSMJ WFMD WCOP KGY KWAL WJAG WWRL WSLB WRJN WINN WKST XELO XENT XEG.

Drawn for BROADCASTING by Six Hix

*"Here's the New Official NAB Emblem, Mr. Miller!"*

## *Congress Committee Little Impressed By Printer's Plea for Franchise Levy*

TWENTY percent tax on the gross income of stations and a 75% levy on the transfer of station ownership was advocated last Monday by John B. Haggerty, president of the International Printing Trades Assn., before the House Ways & Means Committee which is holding hearings on a bill designed to produce $3,500,000,000 in additional revenue for national defense.

After Mr. Haggerty read his statement to the committee, an answer prepared by NAB was put in the committee record by Chairman Doughten (D-N. C.).

### Connery's Plan

The same day that Mr. Haggerty appeared before the Ways and Means committee, Rep. Connery (D-Mass.) introduced a bill in the House calling for a graduated gross tax on station earnings. The Connery bill provides that the Treasury shall collect "an amusement tax of 20% of the gross income (radio time sales, less agency commission not to exceed 15%, the calendar yearly income of which station exceeds $500,000; an amusement tax of 15% of the gross income (radio time sales, less agency commission not to exceed 15% of radio broadcasting stations, the calendar yearly income of which is more than $250,000 and less than $500,000; and an amusement tax of 10% of the gross income (total radio time sales agency commission, not to exceed 15%) on radio broadcasting stations, the calendar yearly income of which is more than $150,000 and less than $250,000."

The bill also provides that a network or "group of stations owned, controlled, or operated by substantially the same interests shall pay taxes as above levied, the incomes of such broadcasting network or group of stations being considered as one unit for tax purposes." The bill provides that the licensee of each station shall pay the tax.

The measure was referred to the Ways and Means Committee.

Rep. Connery has unsuccessfully proposed several pieces of radio legislation during his term in the House, foremost of which was a sweeping investigation of broadcasting as well as the FCC.

Mr. Haggerty told the committee that if the suggestion of his association, which is composed of the International Typographical Union, the International Printing Pressmen's & Assistant's Union, the International Photo-Engravers Union, the International Electrotypers and Stereotypers Union and the International Brotherhood of Bookbinders, was adopted it would produce $10,685,200 yearly.

### Unfair Competition

"We have come here," Mr. Haggerty said, "with two objectives. One as Americans to assist you in the enormous task of raising necessary billions of dollars for national defense by indicating a new and untaxed source of revenue. The other as tradesmen that you eliminate, as you can, unfair competition that is depriving highly-skilled workers of much needed jobs.

"You can help us and yourselves by the simple expedient of recommending to Congress that radio broadcasters be taxed on their gross incomes exactly as all other disseminators of entertainment are taxed, and on the enormous profits cashed in on the value of the Government franchise for which the Government receives not a dollar when stations are sold."

No questions were asked by committee members when Mr. Haggerty finished his prepared statement. The committee is not expected to report out the general tax bill in final form before the end of this week.

The NAB statement was similar to one released several months ago when Mr. Haggerty first advanced his radio tax proposal. It quotes statistics to prove that radio makes jobs, pointing out that for every job dislocated by the radio industry 20 have been created. The statement points out that individual wages in radio are higher than in most other industries, that radio complements rather than competes with newspaper, and magazine and that 288 radio stations are owned by newspapers.

## Back to Normal

THANKSGIVING Day in 1942 will be back at the old stand—the last Thursday in November. President Roosevelt announced last week that he had decided to proclaim the annual holiday on the latter day after being informed by the nation's retailers that the plan of having Thanksgiving celebrated on the third Thursday in November had not served its purpose. When the President announced the original change he said that the merchants wanted the early date to allow more time for Christmas buying, which starts after Thanksgiving.

## C-Z Spot Schedule

C-Z CHEMICAL Co., Beloit, Wis. during April and May started a varying schedule of 18 to 25 weekly one-minute transcribed announcements on KGNF, North Platte, KHAS, Hastings, KGKY, Scottsbluff, Neb., KPOW, Powell, Wyo., and on June 1 renews its schedules on WDSM, Superior, WJMC, Rice Lake, WATW, Ashland, Wis., and WJMS, Ironwood, WSOO, Sault Ste Marie, Mich. Contracts run to Jan. 1. Campaign promotes C-Z Cleaner, hard water softener, Shur-Shine furniture polish, Hy-Glo floor wax and Shines window cleaner. Agency is Albert Kircher Co., Chicago.

## NBC Pays Agency

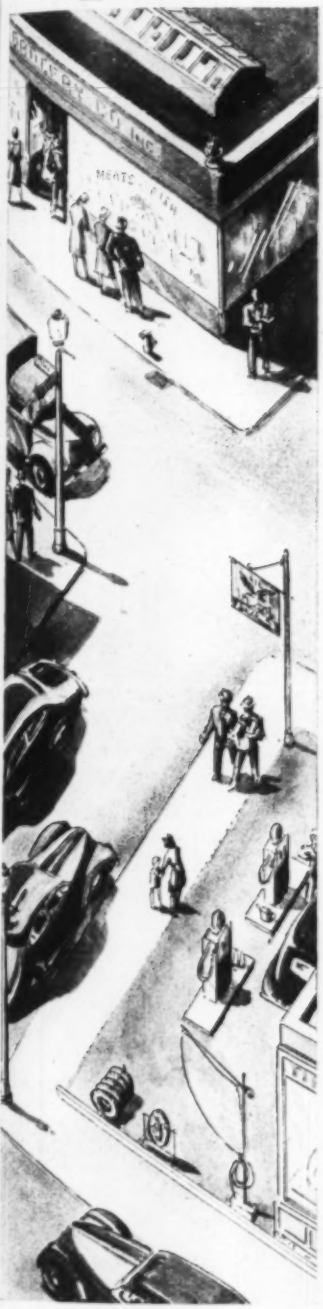
SETTLEMENT between NBC and Davis & Pearson Adv. Agency, Hollywood, was reached the latter part of May when network effected coverage for out-of-pocket expenses incurred by agency during preparation of *Kids of the Week* show for Lime Cola Co. of California (beverages). Series, which was to have been on 11 Pacific Blue network stations, Sunday 5-5:30 p.m. (PST), was cancelled due to format encroachment on NBC *Quiz Kids* sponsored by Miles Labs., Elkhart, Ind. (Alka Seltzer).

## Princess Pat

The FTC last Saturday issued an order to Gordon-Gordon Ltd., Chicago, and its selling agent, Princess Pat Ltd., to cease allegedly misleading representations in the sale of cosmetics. The Commission's findings were that the respondents in radio and printed advertising made claims for its face creams that were not altogether true and that the use by competitors of orris root, was not necessarily harmful to the skin as the respondent's advertising claimed.

# Go where they live...

## TO SELL WHERE THEY BUY



NEW ENGLAND is too populous, too prosperous, too definitely key market in character to sell by remote control. The effective, efficient method of radio promotion is with the Colonial Network's 19 hometown stations.

Because these nineteen stations are a vital part of the community, your advertising actually goes where your prospects live — they hear your messages over a station that has their friendly loyalty — they buy your products in their neighborhood stores.

For years this valuable, point-of-sale contact has been delivering results consistently at economical cost for foresighted advertisers. Are you getting *your* 1941 share of New England business?

*Memo to:*

**P. LORILLARD CO.**

All of us thank you for your continued sponsorship of our "Soldiers' Quiz" from Camp Edwards. We all will get behind Beechnut Cigarettes and score a hit.

L.T.
*The Colonial Network*

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WTIC
Hartford
WEAN
Providence
WTAG
Worcester
WICC
Bridgeport
New Haven
WCSH
Portland
WLLH
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WSAR
Fall River
WLBZ
Bangor
WFEA
Manchester
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WHAI
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New Haven

# The Colonial Network

21 BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

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